Meneta in the fast lane with ProMark and SAP
Meneta A/S

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Meneta's back plates are mounted on one of every 6 cars in Europe. Competitors from East are out-distanced by the Odense company who focus on quality, delivery capability and customer service.

Meneta find themselves on a market in rapid development. Razor-sharp price competition from new actors in the East puts pressure on the traditional suppliers for the car industry and forces them to find new ways of keeping their customers. From the beginning, Meneta has chosen to focus on high quality, reliable deliveries and goal-oriented customer service supported by an efficient IT platform. Their choice was a solution combining ProMark, SAP and the payroll system Lessor, and right from day one this has paid off in the Odense-based company.

- These three systems are a perfect match. ProMark comes with a standard plug & play integration to SAP and Lessor, which enabled us to implement to whole solution in only three months. The implementation was made without affecting our existing business which went on with production, logistics, deliveries and payment of wages, says Logistics Manager Jesper Desmareth from Meneta.

Highly trimmed production

Meneta is the fifth largest supplier of steel backing plates for disc brake linings in Europe. Every year, 60 million backing plates leave the factory in Odense which is highly automated.

- Market conditions force us to continually lower prices, and at the same time, we must be capable of earning money. Our production is highly automated and therefore not very labour intensive. So actually we are not competing on wages, but rather on our ability to run our production shrewdly and with a minimum of errors. Our goal is to reduce idle time and production errors as much as possible, explains Jesper Desmareth.

According to Jesper Desmareth, ProMark was the obvious choice when Meneta were to find a system for Time & Attendance and production planning. The company could also have selected SAP's time and planning module but ProMark was considerably less expensive, and as it could be integrated with the SAP system without problems, the case was settled.

- Collection of production data is the key to efficiency and optimization in Meneta. We have chosen SAP as the core system and ProMark as support system, and this combination enables us to treat data quickly and efficiently. We collect the data from the ProMark terminals located around the plant. From there they are automatically channeled into our SAP system and our payroll system where

they form the basis of our production planning, logistics, maintenance, purchase of raw materials and payroll calculation, says Jesper Desmareth.

The job card follows the employee

The basic rule in Meneta is that nobody can be at work without being attached to a production order. In order to keep an overview of which employees are attached to which orders, all orders are automatically transferred from SAP to ProMark. When the employees clock-in for work, the first thing they do is to report onto a job on one of the ProMark terminals. This link between employee and order data plays a central role in Meneta, and forms the basis of a long series of optimization and service measures in the company:

- In the payroll administration area, we have already gained tangible advantages. The approval process with the foremen has been simplified a lot so that they only have to consider the deviations in each employee's normal work pattern. But the most important gains are obtained in the planning and analysis area. In Management we now have a fine-meshed insight into the factors affecting our operations. Now our decisions are based on reliable data. This has strengthened our will to change and ability to adapt to the dynamic market conditions.

Focus on planning and customer service

- Here in the initial phase, we have concentrated on optimizing production planning and strengthening efficiency. Via ProMark we collect data which tell us how our production has flown, how many units have been produced and how much time has been spent producing each separate order. For the time being, we only measure on amounts but our ambition is to also collect data on scrap percentages, production down time etc. This will give us the entire picture of our production process where we can see the reasons for fluctuations and intervene in case of errors, explains Jesper Desmareth.
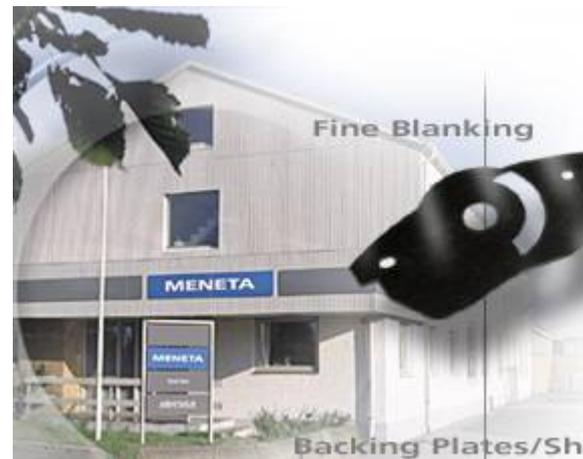
In addition to production planning, Meneta also utilizes the data from ProMark for other crucial purposes. One is calculation of pull from the raw materials stock which are solely based on the amont reports in ProMark. Another area is logistics and customer service who use the data from ProMark for calculation of delivery times.

- We concentrate on good customer service which is a strong competitive factor in our market. We have connected ProMark to our logistics system which is fed on-line with the production order data from the terminals. This way, the logistics staff have a real-time picture of how far we have come with the individual orders and are able to give an exact status to our customers no matter when they call. This is an important service to offer and an area where we very clearly distance ourselves from our competitors, explains Jesper Desmareth.

Tools are monitored

Meneta has its own tool production and this puts them one step ahead of many of their competitors because both production and maintenance of tools lie in-house. Even in this area ProMark is part of the game and enables Meneta to see maintenance data on their tools in relation to the remaining production.

- If a tool has to be repaired repeatedly, this is a sinal to us that we have a quality problem. Poor tools affect our production flow as well as our costs. We have no income on maintenance so even from an economic view, it is essential that we minimize this area, says Jesper Desmareth.

He looks forward to continuing working with ProMark and expects to reap many more advantages, e.g. in the analysis area where the analysis tool ProReport offers some very interesting opportunities for Meneta.

Time and job registration at Meneta A/S

Meneta uses the modules ProReport for analysis, ProManagement for planning, ProJob for order registration and ProTime for time & attendance registration. The modules are implemented on four terminals mounted in the four production sections. ProMark has also been implemented in Meneta's subsidiary MAST.

Meneta chose ProMark in connection with a major system renewal which also includes SAP and the payroll system Lessor. The IT renewal followed in the wake of Meneta being taken over by the American M.A.T. Group, which uses SAP in the entire group.

ProMark runs on a server at Meneta in Odense, whereas the SAP system runs on a server at Meneta's American owners in Chicago. The integration between the two systems takes place via the internet without any problems. When an order is finished in Odense, data are automatically transferred to the server in USA and are immediately available to Management.

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