



CUSTOMER CASE

FROM PARSLEY CHOPPERS TO HIGH VOLTAGE PYLONS

JYDSK ALUMINIUM INDUSTRI (JAI) IS AN UNTRADITIONAL COMPANY. SPECTACULAR GROWTH RATES ARE DRIVEN BY A FLAT, EFFICIENT ORGANISATION, WITH A YOUNG, DYNAMIC WOMAN HEADING DATA COLLECTION FROM THE HIGHLY AUTOMATED PRODUCTION PROCESS.

Customer Case

JYDSK ALUMINIUM INDUSTRI



■ *It is difficult to put an exact dollar and cent price on the results, but data collection with ProMark has had a major impact on the company, because it enables us to closely monitor our planning.* **BIRGITTE BUTZKOWSKY**

THE JAI SPIRIT MAKES US STRONG

Birgitte Butzkowsky is passionate about data collection, since data is the key to knowledge and dynamism in a highly competitive market. At JAI in Herning, Birgitte Butzkowsky is responsible for the collection of data relating to employee hours and job types. A practical approach to the management of the company has blazed a trail for an impressive degree of efficiency.

JAI was originally a family-owned company, and the family continues to be strongly represented among the owners today. Moreover, JAI has many employees who have been with the company for several years and this has helped maintain and reinforce the special JAI spirit. The combination of old and new staff provides ample breadth when it comes to knowledge, experience and innovative thinking and this makes the company strong.

QUALITY PROMOTES COMPETITIVENESS

JAI is doing really well in global competition with suppliers in a completely different price class. The reasons are to be found in the company's dedication to and investment in, core skills. JAI's knowledge of aluminium casting has been accumulated over half a century, and is an important factor in the ability to produce high quality elements. By virtue of its knowhow together with the focus on selected sector segments and complex types of elements, JAI seldom comes into direct competition with lower priced suppliers from Eastern Europe and the Far East. Quality and delivery reliability are particularly important to the company's customers.

INTENSE FOCUS ON DATA COLLECTION

Automation and efficiency enhancements play an important role in JAI's success, both as far as production and administration are concerned. Initiatives involving robots and the combination of processes have played an important part in making maximum use of operator hours and in savings on internal transport.

The administrative investment in ProMark was made in 2006 when JAI decided to go ahead with electronic data collection. Time registration has been a part of everyday work at JAI for many years, but was previously done with pen and paper. "When we embarked

Facts

INTENSE FOCUS ON DATA COLLECTION

- **PROMARK**
– T&A AND JOB REGISTRATION
- **ASPECT4 HRM**
– PAYROLL SYSTEM
- **ASPECT4 LOGISTIK**
– ERP SYSTEM
- **INFOSUITE**
– DATA WAREHOUSE



- *Administratively, we invested in ProMark in 2006. This has been a very positive experience. The quality of our time registrations has considerably improved.*

BIRGITTE BUTZKOWSKY

upon the introduction of electronic data collection, we needed to have online access to all production data, and at the same time we were eager to use production reporting department time on the follow-up and assurance of data quality rather than the keying-in of handwritten daily notes," says Birgitte Butzkowsky.

Spectacular growth rates

FROM PARSLEY CHOPPERS TO HIGH VOLTAGE PYLONS

MANY OF US REMEMBER THE OLD PARSLEY CHOPPERS IN GREY ALUMINIUM WHICH SOME YEARS AGO COULD BE FOUND IN THE KITCHEN DRAWER OF PRACTICALLY EVERY HOME. THIS PARSLEY CHOPPER WAS ONE OF JAI'S FIRST PRODUCTS. TODAY IT IS A MINOR PRODUCT AND HAS BEEN REPLACED BY HIGHLY SPECIALISED ALUMINIUM PRODUCTS FOR LORRIES, PUMPS AND THE HIGH VOLTAGE INDUSTRY. JAI HAS GROWN INTO ONE OF THE LARGEST CHILL CASTING FOUNDRIES IN SCANDINAVIA, WHICH EXPORTS 99 PER CENT OF ITS PRODUCTS AND EMPLOYS 300 PEOPLE. AMONG ITS CUSTOMERS ARE GLOBAL COMPANIES SUCH AS SIEMENS, ABB, VOLVO AND SCANIA. ANNUAL SALES AMOUNT TO EUR 40 MILLION.

Discussions started with Mark Information, and ProMark entered the picture. This has been an extremely positive experience for JAI. The quality of time registration has improved considerably, and the company is benefiting from significant improvements in the monitoring of individual production orders with a precise overview of total costs – both time and materials consumption. This is enabling the company to calculate cost prices more realistically, thereby ensuring that the correct prices are offered to customers.

REAL TIME PLANNING OF ROI

The purely administrative savings achieved with ProMark were quickly reflected in the smoother management of employee numbers. According to Birgitte Butzkowsky, this would not have been possible without ProMark. Previously, JAI had 150 employees who

submitted handwritten daily notes. Now there are 270, without this having cost the employment of extra administrative staff. There are far fewer mistakes and the number of inquiries about payslips has considerably decreased, as the quality of data has considerably improved.

"It is difficult to put an exact dollar and cent price on the results, but data collection with ProMark has had a major impact on the company, because it enables us to closely monitor our planning. Previously there was a day's delay in planning data, but now it all happens in real time, and that is a powerful tool when it comes to constant efficiency enhancements and optimisation. Moreover, one must not underestimate the significance of the freedom electronic time registration gives works managers. They can check absentee lists etc themselves without having to depend on others," concludes Birgitte Butzkowsky.

Short about

MARK INFORMATION

MARK INFORMATION HELPS COMPANIES TO STAY IN TOUCH WITH DATA. WE COLLECT AND ANALYSE ACCURATE, REAL-TIME PERFORMANCE DATA. WE SPEAK YOUR LANGUAGE, UNDERSTAND YOUR ENVIRONMENT, AND WE ARE PASSIONATE ABOUT HELPING YOU IMPROVE YOUR BUSINESS' CORE PROCESSES THROUGH THE PROVISION OF REAL-TIME, MISSION-CRITICAL DATA.

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