

Success Story

Manufacturer fuels growth with tech-driven tools

Superior Aluminum streamlines operations and boosts efficiency with Sage 100 and DSD Business Solutions

“Using Sage 100 and Sage Alerts & Workflow, we’ve fast-tracked automation, and dramatically increased collaboration, capacity, and efficiency.”

Tom Kueterman

IT Specialist, Superior Aluminum Products, Inc.



The challenge

On the heels of a stretch of rapid growth, the company knew that it would need to invest in new technologies to allow it to continue to grow efficiently and profitably.



The solution

On the advice of trusted Sage Business Partner DSD Business Solutions, Superior Aluminum added Sage Alerts & Workflow to its Sage 100 implementation, using its automated workflows to streamline its finance and manufacturing operations.



The result

The combination of Sage 100 and Sage Alerts & Workflow helped the company transition from a paper-based operation to an efficient, connected enterprise.

- Integration with production scheduling application provides direct, visual communication with shop floor.
- Automatic report distribution gives stakeholders regular access to decision-making data.
- New technologies allow the company to grow efficiently while freeing valuable resources for higher-value tasks.

Organization

Superior Aluminum Products, Inc.

Location

Ohio, US

Industry

Manufacturing

Sage Products

Sage 100
Sage Alerts & Workflow

Sage Partner

DSD Business Solutions

 Sage Business Partner

SUPERIOR

ALUMINUM PRODUCTS

About Superior Aluminum Products, Inc.

Superior Aluminum Products, Inc. specializes in crafting high-quality aluminum railing, columns, and fence products. With a legacy spanning five decades, the company is dedicated to delivering durable and aesthetically pleasing solutions for residential, commercial, and industrial applications and is a trusted choice for builders, architects, and homeowners alike.



A growing legacy

Superior Aluminum Products, Inc. designs and manufactures aluminum railing for residential and commercial construction projects throughout the US. From humble beginnings in 1956, Superior Aluminum has grown into a bustling enterprise with 150,000 square feet of production space and 75 employees. Over the past several years, the company has tripled its revenues and continues a rapid growth trajectory.

To sustain such success, Superior Aluminum's management team knew it would need to leverage technology to help it work smarter, not harder. Two of the technology solutions that prove their worth every day are Sage 100 and Sage Alerts & Workflow, supported by Sage Business Partner DSD Business Solutions.

New leadership. New vision

In 2016, Doug Borchers, one of the cofounder's sons, assumed the role of CEO. Also, Matt Purpus, grandson of the other cofounder, joined as VP Operations. Recognizing the outdated state of their management systems, which were largely reliant on spreadsheets and manual workflows, the new leadership team sought to modernize their operations. "We had Sage 100 but were not tapping into its full capabilities," Doug recalls. "It was clear we'd need to make some significant changes in order to grow more efficiently and profitably."

Kicking off a digital transformation

In 2022, Tom Kueterman rejoined the company as its IT Director, after having worked for the company as a teenager. One of the management team's first initiatives was to implement Trello, a project management and scheduling system designed to support lean and just-in-time production. "Before this, our entire production process was paper based," Tom explains. "Trello gives us a kanban board that helps us visualize, track, and schedule our projects electronically. But in order to take operations to the next level, we needed to tie Trello to our orders and inventory in Sage 100."

Tom sought ideas from the company's long-time Sage business partner, DSD Business Solutions. "They suggested using Sage Alerts & Workflow to communicate between Sage 100 and Trello," Tom says. "It's been one of the best decisions we've ever made."

Fast-tracking production capabilities

DSD Business Solutions configured Sage Alerts & Workflow to continually monitor the Sage 100 database and automatically send a notification to the Trello board each time staff enter a new order. "Sage Alerts is watching, and when the right trigger is met, it compiles an email with all information, including a PDF of the work ticket to the email address of the Trello Board," Tom explains. "The staff in the shop instantly see it and know what they need to do."



Superior Aluminum is expanding the capabilities of its Sage 100 business management solution by tapping into the extensive ecosystem of integrated applications, including Sage Alerts & Workflow.

Sharing decision-making data

DSD Business Solutions also showed the company how to use Sage Alerts & Workflow to automatically run and distribute various reports to stakeholders throughout the organization. “This is such a time-saver,” Tom says. “And we’ve added many of the most popular reports to a web dashboard so users have instant, real-time access throughout the day. We’ve all gained quick access to decision-making data, so we operate on facts, not assumptions.”

Another way the company taps into the power of Sage Alerts & Workflow is to streamline communication with customers and across internal teams. For example, the solution sends automated emails to customers with order tracking information. Another web dashboard shows retention amounts owed to the company, updated throughout the day as payments come in, saving the receivables clerk the time involved in manually tracking these balances.

“When I joined the company, we were operating in much the same way we did back in 1972,” Doug says. “We had graduated to electronic paper and pencils, but not much beyond that. Using Sage 100 and Sage Alerts & Workflow, we’ve fast-tracked the company’s capabilities and dramatically increased collaboration, capacity, and efficiency.”

Expanding tech solutions

Bolstered by its successful roll-out of Sage Alerts & Workflow, Superior Aluminum and DSD Business Solutions are directing their attention to streamlining its make-to-order manufacturing workflows. “We plan to implement Sage Operations Management,” says Matt. “It will give us real-time visibility into our inventory holdings and further automate the production process by eliminating the need for paper work-tickets.”

Sage Operations Management also adds extensive barcode capabilities, which Superior Aluminum plans to tap into to improve speed and simplify inventory and manufacturing workflows. “Barcoding and remote data collection will also make it easy to conduct routine physical counts of our inventory, which we expect will allow us to optimize our purchasing and inventory holdings,” Tom adds.

The Sage 100 ecosystem includes dozens of integrated third-party tools and applications to meet specific business needs. “DSD Business Solutions is a tremendous asset to us,” Tom says. “Their knowledge of Sage 100 and the ancillary, integrated solutions has been game-changing for us. With their help, we’ve also added Sage Sales Tax by Avalara, a marketing communications tool, and an eCommerce portal to our website. We come up with the ideas, and their knowledge and experience make it happen.”



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Matt Purpus

VP Operations
Superior Aluminum Products, Inc.

Future-ready operations

Superior Aluminum’s digital transformation, orchestrated by DSD with Sage 100 at its core, delivers the automation, insights, and tools the company needs to grow profitably.

“Our technology investments will allow us to handle more work in the same number of hours,” says Matt. “Twenty years ago, business success was all about working harder. Today, business success requires us to work smarter. Technology like Sage 100 and Sage Alerts & Workflow allow our workforce and our management team to stay out in front. It allows us to collect and analyze our data and make informed decisions. And, it allows us to automate routine tasks so we can all focus on strategies for success.”

Honoring tradition while embracing innovation

For a small manufacturing business located in rural western Ohio, Doug admits that the company’s approach to technology may seem a bit revolutionary. “We’re fortunate to have second- and third-generation employees, many of whom have worked their entire careers here,” he concludes. “The investments we’re making in the future of Superior Aluminum directly impact the business and the people who work here. We’re helping build and sustain a legacy for future generations — a responsibility we take very seriously.”



Sage Business Partner

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