

Case Study

Bruno Independent Living Aides

Bruno Independent Living Aides used Cardiff content capture and business process automation software to reduce sales order processing time from eight hours to under two.

Family owned and operated Bruno Independent Living Aides (Oconomowoc, Wisc.) was founded in 1984, and has a proud history of innovation that provides solutions for individuals who may face challenges with mobility. Bruno’s products, power chairs, scooters, vehicle lifts, stair lifts and Turning Automotive Seating™ (TAS), provide independence to thousands every year.

The Challenge

Durable medical equipment manufacturer Bruno receives approximately 300 work orders per day for custom products. Initially, Bruno managed this work order process by manually routing orders throughout the organization, causing delays and stress on the production team. Bruno identified these issues and established a plan to resolve the slowdown. This plan encompassed meeting quality control demands by pursuing ISO 9001 certification. ISO standards contribute to making the development, manufacturing and supply of products and services more efficient, safer and cleaner. One of the main requirements for ISO certification is that documents have to be controlled; that is, the quality control manager has to be aware of the existence and location of every quality-related document.

To meet the stringent requirements of ISO 9001, Bruno must track the routing of the documents, signatures and date stamps confirming that all orders are processed through the appropriate channels and approvals. Bruno realized it had to go one step further and eliminate manual processes by implementing a business process automation solution across the organization.



Initially, when Bruno received a custom order, the approval process might pass through five hands, through separate departments and even separate buildings within Bruno’s manufacturing campus before making it to the production floor. Having paper-based orders sitting in multiple bins waiting to be reviewed, updated, approved, and sent to the next department for further approvals was becoming unmanageable, especially as the company began to grow.

Considering Bruno manufactures highly customized products, they must assure their customers that each product meets quality control standards. They must be prepared to provide proof that parts are manufactured according to strict specifications, machined within specific tolerances, and quality checked before going out the door. Bruno is also required to provide a quick turnaround on quality controlled orders in a timely manner to its customers, who comprise authorized dealers located throughout the United States, Canada, and Europe.

The Solution

Bruno collaborated with systems integrator MTM, Inc. and Scan America (both of Madison, Wisc.) to comply with these standards and regulations. To eliminate the manual paper-based processes, MTM recommended business process automation and workflow solution, Cardiff® LiquidOffice™, information capture software, Cardiff® TeleForm® and Hyland’s OnBase document management repository. Together, these document management components

Customer at a Glance

Bruno Independent Living Aides

Industry: Durable Medical Equipment , Manufacturer

Application: Work order automation

Challenge: Meeting ISO 9001 requirements and lead time management

Solution: Cardiff LiquidOffice, Cardiff TeleForm, Hyland OnBase, Oncontact CRM solution

Partners: MTM Inc. and Scan America, both of Wisconsin

Solution:

- Meet ISO 9001 Certification
- 85–90% of orders processed in 2 hours
- 20–25% of orders processed in less than 45 minutes
- Order accuracy improved by 10%
- 8 hour processing time decreased to 2 hours
- Accelerated delivery of data and documents to backend systems
- Reduced data errors using business rules processing
- Met goal of four-day lead-time on custom projects.

“By automating our sales order process, we have reduced our average order processing time from eight hours to under two hours...”

—Bob Herold, Bruno Independent Living Aides

transformed Bruno's paper audit trail into an electronic workflow solution.

A Web-based solution, LiquidOffice enables Bruno's employees to use a standard Internet browser to automatically route, track and approve the more than 300 work orders received daily at every stage of the sign-off and procurement process across Bruno's three locations. LiquidOffice facilitates the transfer of electronic forms and documents through the different approval steps and retains electronic signatures and dates of approval. Using automated alerts, LiquidOffice ensures orders are acted upon in a timely fashion.

Bruno's new automated solution begins with an order form arriving via fax, e-mail, or from the call center and entered into an electronic form in LiquidOffice. The work order forms are then routed in LiquidOffice to the appropriate department for further processing. After the order is approved, the application person signs off and submits the form, which LiquidOffice routes to the customer care queue. After the customer care representative verifies shipping costs and methods, the form is routed to a financial work queue. At this step, accounting verifies the customer's standing, including any outstanding balances. Next, the order goes to an order entry queue where it is keyed into an ERP (enterprise resource planning) system and the manufacturing process is initiated.

"By automating our sales order process, we have reduced our average order processing time from eight hours to under two hours, providing us with the ability to get orders to the shop floor that much quicker and fulfill orders that much sooner," said Bob Herold, MIS director at Bruno. "We have made significant steps in increasing our customer service capabilities by adding custom work queues and notes to each work order making it nearly impossible to wrongly config-

ure an order allowing orders to never sit idle without action taken."

Bruno is also using Cardiff's TeleForm content capture solution to automatically process the 50 to 60 warranty cards it receives daily. Cardiff's open standards architecture and robust software developer kit (SDK) enables Bruno to easily create a seamless integration with its Hyland On-Base content management system and On-contact customer relationship management solution. This valuable integration enables TeleForm to automatically verify the customer warranty information captured from each card. TeleForm's superior character recognition and data validation capabilities also help Bruno improve its service levels by significantly reducing the risk of data error and speeding up the information capture process.

The Benefits of Cardiff

By benefits of a rapid deployment time, Bruno is using Cardiff LiquidOffice to develop intelligent electronic forms, which have already increased operating efficiency from product order to delivery threefold. Bruno has tripled its sales order processing efficiency, offering the company far more than just a 6-hour reduction in order processing. Order accuracy has improved by 10%, and the number of order forms Bruno has to manage has been reduced from 34 to 26. With the automated work order process, the time spent on the work order forms is more timely and the forms are handled more efficiently, providing Bruno the ability to process more work orders with the same number of people.

Of the 300 work orders that are received daily, an average of 20 change orders are also received. Change orders can significantly halt production if there are substantial alterations to each order. With the implementation of an automated solution, Bruno can now process the change orders

quicker, catching the changes before the start of production, realizing significant timesavings in the manufacturing process. Bruno can now track all orders throughout the system with their corresponding notes, providing weekly trend analysis of the reason codes so that they can identify when and why change orders occur. This analysis concluded that 50% of change orders occur because of the terms of the manufacturing agreement allowing Bruno to manage what areas of business need work.

"We can gather more information than we could on paper based forms. The more information we collect, the better decisions we can make going forward," said Bob Herold. "We have eliminated 15% of change orders saving time and materials and eliminating unnecessary work."

Bruno has realized further cost savings by allowing its outside sales force to access LiquidOffice remotely via an Internet browser, which provides them with immediate access to sales data from the field. Bruno realized these savings quickly, as LiquidOffice's intuitive interface and pervasive use of open standards enabled it to get all existing forms converted and running in a full production environment in only five weeks. Bruno also plans to provide access to LiquidOffice to its top dealers, enabling them to view data in real time to determine order status, thereby reducing the number of customer service calls received.

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