

# CLEAN CUT E-COMMERCE

## MSI SYSTEMS INTEGRATORS SUPPLIES SUDSY SOLUTION

**P**OPULAR WISDOM HOLDS THAT A CLEAN car simply runs better. While that may be stretching it, there is no question that a clean, comprehensive and integrated IT solution can make a far-flung service operation run much better. Just ask James Nelson, CEO of the Ryko Manufacturing Company, North America's largest maker of car-, bus- and truck-washing equipment.

"We built this business one car wash at a time," says Nelson from the company's headquarters in Grimes, Iowa. "But our business has moved out of the factory and into the field. We now have over 200 service technicians on the road, covering a vast geographic area, and it is critical to give them the tools they need to better meet our customers' needs."

Ryko knew it needed to automate its service force, and wanted to equip its technicians with enough information about contracts,

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installations, service histories and available inventories, that they would effectively be able to operate as though they were an independent service corporation. The company's rapid growth has meant that

service technicians were just relying on a patchwork of paper-based information and cellular phone calls to co-ordinate their efforts.

So, understandably, Ryko turned to MSI Systems Integrators, an IBM Premier Business Partner and specialist in e-commerce solutions with extensive experience in developing solutions for manufacturers. MSI Systems Integrators is headquartered in Omaha, Neb., with offices in Iowa, Minnesota, Missouri and the Dakotas.

MSI, together with its partner resources, facilitated an extensive service force automation solution that evolved into the creation of a virtual private network. Inventory, customer service, invoicing, payroll and legacy data are made available through a custom-designed Lotus Notes/Domino application using data integrated from DB2 on the IBM AS/400e via Lotus Enterprise Integrator.

Ryko's service technicians now plug in their laptops when they arrive home at night and wake in the morning to find all of the latest corporate information, service bulletins, product change notifications, human resources information and responses to the previous day's queries already loaded onto their computers.

"We've come a long way in a very short time," admits Nelson. "It's a quantum leap for us, but we're beginning to see real returns already. The MSI team has done a wonderful job achieving our objectives."

Ron Faltin, director of e-integration at MSI, says that it's not unusual for an implementation to grow beyond an initially defined business need. "We try to help clients extend their awareness of strategic assets that they may have, but are not yet fully leveraging –



James Nelson, chief executive officer, Ryko Manufacturing washes away time delays with MSI System Integrators' e-business solution.

and data is certainly at the core of these assets," he says. When you are able to draw recommendations and provide an elegant solution and then you hear back from both the executive and front-line staff that the system has value – and they can cite specific examples of that value – that's a very good feeling."

### IBM PREMIER BUSINESS PARTNER: MSI Systems Integrators

Customer:	Ryko Manufacturing Company
Industry:	Manufacturing
Solution:	e-business
Application:	Service Force Automation
Hardware:	IBM AS/400e
Software:	Lotus Notes/Domino
Service/Support:	Consulting, application design and ongoing application development
IBM Financing:	Yes



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