



“With CornerStar Data Marts, our decision makers have the details they need in easy-to-use, real-time reports they can access themselves. Within three clicks of a CornerStar report, I can find the information that was previously buried. You don't have to be a techie to get at this business intelligence.”

– **Marian DeVoe**
Chief Operating Officer, Chardon Rubber

Business Information Challenges at Chardon Rubber

When Chardon Rubber Company realized they weren't able to extract the information from their MFG/PRO database in a decision-oriented format, they sought a Business Intelligence solution to gain insight with minimized effort. As a privately held manufacturing company, Chardon faces the dual pressures of customer satisfaction and the constant challenge to reduce costs and improve profitability. Business Intelligence (BI) is designed to improve companies' ability to spot and react to critical cost, sales and operational issues in a timely manner. However, implementations are notoriously complex and have a high failure rate, so software and solution selection is critical.

Chardon chose CornerStar Business Intelligence because they focus exclusively on BI solutions for the MFG/PRO ERP platform. CornerStar offers a completely integrated BI platform designed to increase profitability, support growth and improve productivity through a series of integrated data marts that consolidate, organize, pre-calculate and simplify transactional data. Combining CornerStar's BI platform with the market-leading Cognos analytical suite gives Chardon a complete solution to deliver timely and accurate insight.

Immediate Financial Improvements Using CornerStar

After an implementation lasting weeks (not months), Chardon gained a key daily scrap ranking report that consolidates, organizes and highlights potential problem areas by plant, product, department, employee, shift, machine and work order. Previously, managers could only analyze scrap variance weekly because of the report's load on the ERP system. Accessing these figures from the CornerStar Data Mart for Manufacturing allows Chardon plant managers to pre-empt or resolve problems still occurring – and eliminate end-of-the-month surprises.

Results: With the timely and accessible reports from CornerStar, Chardon managers succeeded in reducing scrap variance costs by 26% in a single plant, and between 11-17% in others in just 4 months. Similarly, illuminating key information also enabled them to reduce direct labor variances by up to 39%.

This phase of the CornerStar BI implementation resulted in a hard cost savings that provided the ROI for the total cost of the BI system (including implementation).

“The increased accessibility of intelligent information on our expenses enabled Chardon plant managers to tackle opportunities before they turned into issues.”

– **John Noga**
Controller, Chardon Rubber

CornerStar BI Pays Off With Rapid Productivity Gains

Implementing CornerStar Sales and Finance Data Marts took approximately five weeks and culminated in immediate results. Finance had been stymied by the inability to get accurate and timely data on department expenses such that accounts were growing unmonitored. After implementing CornerStar's Finance Data Mart, a new Departmental Expense report highlights key statistics on labor efficiencies.

Results: Chardon managers were prompted to take appropriate actions and reduced controllable expense variances by 2 to 4%.

“Since CornerStar was implemented, the way users think about their data has been transformed. They no longer have to scan through pages of reports and their attention is focused immediately on problem areas.”

– John Weber
Treasurer, Chardon Rubber

Developing the report set required for the Board of Directors meeting took significant time, always requiring some customization each month since QAD reports were generic and data-intense rather than information-rich. Once CornerStar was implemented, Finance and the Board met to optimize the process.

Results: A simple-to-run, automated Board of Directors reporting package reduces the preparation effort. Board meetings in turn are more effective because financial data is nearly real time and can be instantly reviewed at any level of detail.

Historically, Chardon's sales force received month-end reports. Together with information from invoicing, Sales could piece together their sales and margins. CornerStar Data Mart for Sales revolutionized this process.

Results: For the first time, Chardon's entire sales force, including remote staff, had daily access to shipments and backlog information. Using CornerStar reports they now receive accurate information on customers at any level of detail – product, invoice, ship-to, etc.

With CornerStar Data Mart for Sales, Chardon's entire senior staff has access to the information they need to manage the business by the numbers, guide sales activity and make informed decisions to an extent previously unavailable.

IT: CornerStar—The Secret to Success

Chardon's IT staff recognized that CornerStar's integrated Data Mart platform was a critical component of the overall BI solution. To be effective and reliable, the reports would need to run from a single, simplified database designed specifically for reporting. Secondly, a standard set of reports that allowed users to modify views and gain drill-to-detail capabilities would offer faster and more relevant answers while remaining easy-to-use. For IT, the most important success is watching Chardon's business users self-serve their reports and creating their own customized views of their data without assistance. Today, nearly all levels of staff successfully use CornerStar Data Marts in their regular decision making process.

About Chardon Rubber Company



With roots dating back to 1917 and locations in Chardon, Ohio, Alliance, Ohio and St.

Joseph, Michigan, Chardon Rubber provides technical support, design and manufacturing of highly engineered elastomeric components, along with custom rubber mixing, processing and assembly services for the transportation, appliance, industrial, rubber compounding and construction markets. ISO 9001:2000-certified, Chardon has more than 350,000 square feet of total manufacturing space, with more than 200 presses, multiple extrusion lines and several global alliances. For more information contact John Weber at 440-285-2161 or visit <http://www.chardonrubber.com>.

Why CornerStar

CornerStar provides state-of-the-art Business Intelligence in an effective, affordable solution tuned specifically for MFG/PRO. CornerStar's completely integrated Business Intelligence platform will increase profitability, support growth and improve productivity through a series of integrated Data Marts for Finance, Sales, Inventory, Manufacturing and Purchasing. Additional expertise includes management consulting, analytics and business systems integration in addition to data warehouse technology.

For more information, contact Monica Borrell at 503-546-0500, ext.43, mborrell@cornerstar.com.

Meaningful data. Immediate results. Cost effective solutions. Superior Performance. QAD experts.

Find out more at www.cornerstar.com