

## SYSPRO Provides Growth Foundation for RFE International

“SYSPRO has been beneficial to our company since implementation. It has reduced human errors, assisted sales and become an asset in managing growth while containing support costs.”

- R. Fred Webb, President, RFE International

### ■ The Company

RFE International, Inc., a manufacturer and supplier of electronic components, including resistors, capacitors, rectifiers and inductors, was formed in 1984 with an office and warehouse in Costa Mesa, Calif. Today, RFE which boasts manufacturing locations in China and Taiwan, is headquartered in Santa Ana, Calif., from which the company manages sales and service for customers throughout North and South America.

### ■ The Challenge

RFE serves its OEM customer base via direct key accounts and industrial distribution in key geographic markets. R. Fred Webb, President of RFE, says: “Our industry leadership is dependent upon the ability to not only outpace competitors with superior products, but also to best competitors by pushing the spec limits relative to better technical capacity, lower prices where we have a cost advantage, faster service and better customer service support, including superior technical service”.

## At a glance

### Company

RFE International

### Industry sector

- Electronics
  - Manufacturing
  - Distribution

### The challenge

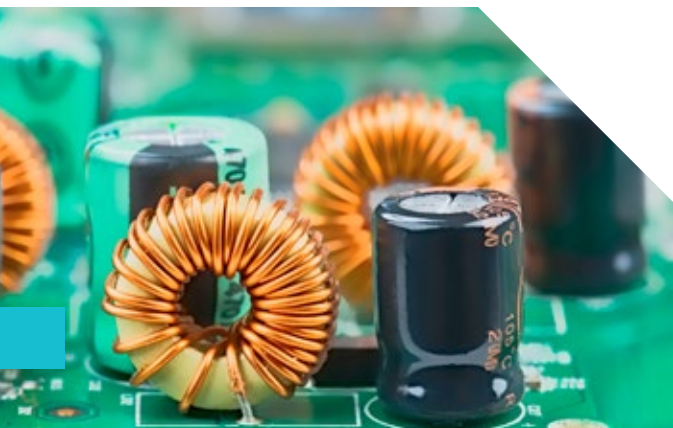
- Outpace competitors via selection, price and service
- Integrate data to facilitate management
- Maintain price advantage via selective parts ordering

### Solution & services

- SYSPRO Financials
- SYSPRO Report Writer
- Office Automation
- Customer Relationship Management

### The benefits

- Reduced human errors
- Elevated management supervision
- Sales expanded via in-depth customer records
- Customer design and application assistance
- Multilingual capabilities



**(continued)**

In 2006, RFE management wanted to facilitate growth by implementing a business accounting system that was integrated with customer contact tools (CRM). Though RFE was using Open Systems Enterprise Resource Planning (ERP) software, it initiated a search for a more feature-rich solution. RFE management also realized that to accommodate growth and build on its reputation for quality service, the company needed to integrate all data, specifically customer information data with back office business processes.

■ **The Solution**

RFE initiated a search for a more feature-rich solution. After viewing demonstrations from leading software producers, the company selected SYSPRO ERP and CRM based upon its ability to integrate system data in real time. Contributing factors included the system's scalability to meet RFE's current and future needs, and the depth of service available from SYSPRO.

■ **The Result**

Webb estimates that SYSPRO has been beneficial to the company since implementation. It has reduced human errors, assisted sales with detailed customer communications and become an asset in managing growth while containing support costs.



Webb emphasizes that today RFE, thanks in part to its SYSPRO ERP and CRM foundations, sets the standard in customer service by offering customers the following resources:

- An Engineering Team for product design and application assistance;
- International management experience focused on communications with the manufacturing base to provide superior customer support;
- Management and supervision, with technical training and experience located in the USA;
- Multilingual communications capability;
- Electronic test equipment for quality verification and issue resolution;
- A centrally located office and warehouse space in a prime location in Orange County, California; and
- ISO-registered manufacturing locations in Asia.