



## Introlines engages in a new IT transformation to become the leading PCB manufacturer

### The company

Introlines Industrial (HK) Limited has ten years experience in the Printed Circuit Board (PCB) industry. It specializes in manufacturing PCB, generating an average 500,000 square feet of PCBs per month, ranging from single-sided and double-sided flexible models to single-sided and multi-layer rigid versions and exporting to overseas companies, such as The Beckerk GmbH KG in Germany, Ardea Electronics in Belgium and Polaris Electronics in the United States.

With head office in Hong Kong and a factory in Dongguan on the southern mainland, Introlines PCBs sell under the 'IT' brand in the US, Europe and Asia. Order is delivered 2-3 weeks after order confirmation.

### The Challenge

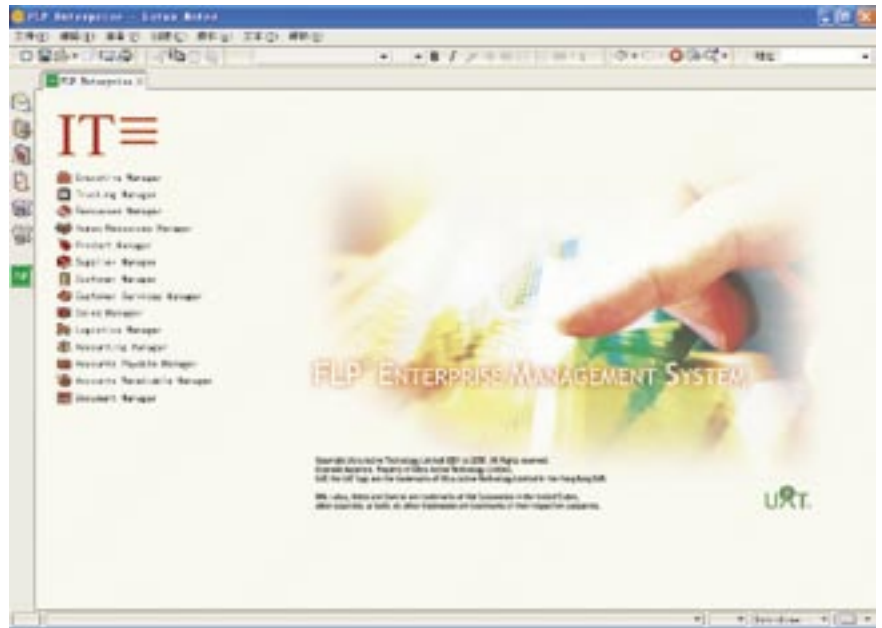
The challenge today for most of the businessmen with manufacturing processes in China and back office plus sales functions performed in Hong Kong is to respond to business needs while reducing costs to meet the rigorous, just-in-time manufacturing requirements to stay competitive in the marketplace. At the same time, Circuit Board manufacturer Introlines is expanding its business. A better management of business was strongly required.

The major problem Introlines facing was when acquiring sales order and financial analysis, information could not be anticipated instantly unless collected from different departments and processed several calculations, making it difficult to base business decisions on timely data.

### The Solution

FLP<sup>®</sup> Enterprise Management System based on IBM Lotus Domino provides Introlines with the complete solution to improve administrative efficiency and uplift profitability. For better manageability and security, FLP<sup>®</sup> functions include customer relationship management, supply chain management, return material authorization and costing for quotation. FLP<sup>®</sup> provides the complete solution to support essential business requirements, enable the company to meet strategic goals, maintain operational control and acquire business analysis. FLP<sup>®</sup> stimulates business processes beyond the enterprise by interacting with customers, partners and suppliers. With FLP<sup>®</sup> Introlines will have better forecasting and planning, and more accurate insight into what's going on in the enterprise.

*The changeover from spreadsheet driven business operations, which are prone to be erroneous, to the shared knowledge-based system will immediately turn the staff to be more productive, task to be more meaningful, company to be more profitable.*



#### The Benefit

While reacting to changing market conditions, the solution, which focuses on formulating an aggressive growth strategy to extend the market share, helped the business processes increase operational productivity.

With a factory in China and backoffice in Hong Kong, Introlines performs sales, purchases, planning, control and coordinating functions. All the business processes are run under one FLP® Enterprise Management System in a single server installed in Hong Kong. Hong Kong office can access to the server through the LAN and Internet and managers in China can access to the server through the Internet.

FLP® Enterprise Management System provides a collaboration platform where communication is fast and clear, where ordering can be placed punctual and materials are received in right quantity. Raw materials are ordered in Hong Kong and coordinated to be shipped to the Dongguan factory. Purchase orders are issued by FLP®. Material receipts and vendor payments are recorded and ensured to be complete and correct in the same system. Quotations, sales confirmations, proforma invoices, sales invoices, airway bills, deposits and receipts are all tightly linked altogether. Financial accounting and double entries are done simultaneously without going through the antiquated posting process.

Many non-standard and ad-hoc documents, e.g. scan image, Word file, Excel file, Powerpoint, etc., can now be centralized in the same server, allowing staff to share the knowledge. Document flows of the Dongguan factory

are easily monitored both locally by the factory managers and remotely by the backoffice managers. All the document flows, otherwise being delayed, missing and erroneous under manual procedures are all streamlined in one system. No matter when and where the managers are, they can realize the whole business of Introlines. This saves their time and is tremendously convenient.

With respect to sales engineers, they can easily set out the product price ranges for the sales team. Error and omission is reduced to minimum and the business information is always updated and being passed onto the readers timely and efficiently. It helps make decision easily and avoids bias in price generated by different staff at different time.

The changeover from spreadsheet driven business operations, which are prone to be erroneous, to the shared knowledge-based system will immediately turn the staff to be more productive, task to be more meaningful, company to be more profitable.

Introlines has improved customer relationship. FLP® is used for organizing customer records with respect to customer contacts, credit line application, credit limit, terms of trade, signature specimen, address book and quick issue of quotation.

#### Conclusion

The whole FLP® Enterprise Management System sharpens competitiveness and reduces operating costs. Introlines is still actively seeking further development. With the help of a perfect enterprise management system, the pace of greater success will be faster.