

## AMERICAN RING PARTNERS WITH WESTERN COMPUTER TO UPGRADE THEIR OUT-OF-DATE MICROSOFT DYNAMICS NAV SYSTEM

### A PARTNERSHIP FOR THE FUTURE

American Ring is a manufacturing and distribution business committed to quality and service to their clients. In their industry, there is a growing generation gap that brings new and different priorities to the business. Those who have worked in the industry for many years have deep experience and knowledge of the business, while the new generation is keen to introduce new technology into an industry of old products and business processes.

Amid this widening gap, American Ring knew it was time for a change.

The leadership team at American Ring knew that offering their clients the best **customer service** would be critical to differentiating themselves from their competitors. In an industry that is not typically at the forefront of technology adoption, they wanted to ensure that their clients would be offered a higher level of service delivery than they could expect to receive anywhere else in the industry.

This level of customer service could not be delivered on their 10-year-old ERP platform. It was time to **upgrade**.

### THE BUSINESS CHALLENGE

In early 2014, after 10 years of modifying and applying band-aid solutions to their ERP system, American Ring realized that they needed to make a significant investment to upgrade Dynamics NAV 5.0. This upgrade would ensure they had the right technology platform to drive the new business processes required for the digital age.

"Dynamics NAV is our life blood. We knew we were about to make a significant CAPEX investment in upgrading Dynamics NAV. Before making this investment, we wanted to make sure we invested with the right implementation partner. We chose Western Computer for all their deep expertise across both industry and functional areas," says Bridget Berner, Material Management at American Ring.



### PROJECT GOALS



- Upgrade Dynamics NAV to offer industry leading customer service
- Deliver positive return on Dynamics NAV investment
- Build in-house capability and expertise

**"Dynamics NAV is  
our life blood."**

Bridget Berner  
Material Management  
American Ring

# AMERICAN RING

## CASE STUDY



WESTERNCOMPUTER.COM  
OXNARD, CA | 805.581.5020

### WHY WESTERN COMPUTER?

"We have a partnership with Western Computer that is based on trust. They are forward-thinking and continuously supporting us in making the right investment decisions for our business,"

- Bob Morrissey, COO at American Ring

Western Computer provides ongoing strategic advice to American Ring to ensure that investment in customizations, that might incur significant upgrade costs at a later stage, are not made. They give insightful consideration and guidance about which products or solutions should be implemented to ensure the best outcome for the American Ring business.

The partnership between American Ring and Western Computer has left American Ring feeling **empowered** by the relationship. Being an organization that is very hands-on in their approach, American Ring wanted their expertise in-house. With so many different products and customer requirements of their own, they knew that they needed to be the experts on their business, and needed Western Computer as the experts on the software. Western Computer also empowered American Ring to invest in their Dynamics NAV user training and to leverage the resources available from both Microsoft, such as the Customer Source online information portal, and the Dynamics NAV User Group community.

### THE RESULTS

Since upgrading their Microsoft Dynamics NAV, American Ring has seen significant results including:

- Enhanced operational efficiencies across all areas of their business.
- Exceeded on-time delivery expectations.
- Improved inventory accuracy.
- Decreased software IT costs as there is no longer a requirement to band-aid a 10-year-old solution.

In addition, American Ring is leveraging NAV's forecast and planning tools to ensure their customers receive what they need, when they need it, as quickly as possible which is essential to their goal of delivering the best customer service.

Dynamics NAV acts as an information hub enabling any user to access real-time sales order and fulfillment status regardless of office or distribution location. Customer service staff can answer the call and give the customer real-time and accurate information.



### PROJECT HIGHLIGHTS

- Forecast and Planning
- Improved customer satisfaction
- Real-time sales order viewing

**"We have a partnership  
with Western Computer  
that is based on trust."**

Bob Morrissey  
COO  
American Ring



**CASE STUDY:**  
AMERICAN  
RING

**INDUSTRY:**  
MANUFACTURING  
DISTRIBUTION

**REGION:**  
NORTH  
AMERICA

# AMERICAN RING

## CASE STUDY



WESTERNCOMPUTER.COM  
OXNARD, CA | 805.581.5020

### THE FUTURE

American Ring's vision is to lead and offer the best solution for their clients. They will continue to invest in areas that will differentiate their customer service offerings to their clients. Western Computer is a strategic partner in making those decisions for the future.

### ABOUT AMERICAN RING

American Ring manufactures and supplies retaining rings, snap rings, and Belleville disc springs. They are a family company committed to quality and service, providing their customers with true solutions. American Ring prides themselves on delivering service unmatched in the industry, taking their business personally, and always trying to ask the right questions.



### PROJECT RESULTS

- Increased operational efficiencies
- Enhanced on-time delivery
- Improved inventory accuracy
- Decreased maintenance costs

**“Western Computer’s staff are forward-thinking and continuously supporting us in making the right investment decisions for our business.”**

Bob Morrissey  
COO  
American Ring



**CASE STUDY:**  
AMERICAN  
RING

**INDUSTRY:**  
MANUFACTURING  
DISTRIBUTION

**REGION:**  
NORTH  
AMERICA