



Case Study: Proline Pipe Equipment Inc.

Provided by Microsoft Dynamics® NAV, Rental Management



The Situation

Proline Pipe Equipment Inc. manufactures and supplies a wide variety of specialized equipment for the oil and gas industry. They are based out of Edmonton, Alberta, Canada and supply the needs of pipeline companies in over 50 countries. Proline manages everything from manufacturing to the rental and sale of their products and tracking of their equipment is extremely important. To manage the rental side of their business, they previously used a paper-based system called Kardex Cue Cards for each piece of equipment in the yard. Each piece rented out had to be marked down on a cue card and again when it was returned. This manual process was extremely time consuming and unreliable. It also didn't provide insight into availability of their equipment, which created a lot of confusion when trying to fulfill customer demand. The invoice process was also manual, resulting in many delays. Payment could take weeks or even months before arriving in the office. Besides being cumbersome, the Kardex Cue Card information had to be manually entered into their financial system, increasing the chance for error and limiting Proline's ability to make accurate business decisions.

Solution

Proline researched a number of rental management solutions but found that they were not meeting their needs. They came across a rental solution from Open Door Technology (ODT) out of Calgary, Alberta, Canada.

Dianne Zawortny, Controller at Proline Pipe Equipment Inc. noted that while "The rental management solutions out there just didn't have the flexibility for our industry," Open Door Technology was willing to deliver a rental system specific to Proline's unique needs as a manufacturer and supplier. Proline

"The rental management solutions out there just didn't have the flexibility for our industry. We now have a product that's so flexible; we can manage any situation that comes up."

Dianne Zawortny, Controller

thought it was a great opportunity to have input into the development of a rental management solution and knew that if it worked for them, it would work for others in the oil and gas industry. The end result made Proline realize what they were missing before implementing ODT's Rental Management solution.

Case by Case Scenarios Solved

In the rental business, different scenarios come up all the time. Proline customers may lose equipment, but then find it and want to return it. ODT's Rental Management solution is set up to manage case by case scenarios like these so rental inventory is always accurate and Proline staff have up-to-date information.

Proline was tired of restricting what they could do because of their software. Now they have a solution that works with them to help do their jobs right. Zawortny says, "With Open Door Technology's Rental Management Solution, we now have a product that's so flexible, we can manage any situation that comes up."

Quicker and More Reliable Pay Days

Before ODT's Rental Management solution, Proline would only bill customers twice a month. This delayed payments and caused confusion for a lot of their customers. Proline now bills daily, creating a more regular cash flow and helping to ensure Proline invoices are paid on time.



“We can now make a better and more profitable choice on what to manufacture through the in-depth reporting available.”

Scott Smitke, Assistant General Manager

Information is Power

Diane says, “Having access to information is what it’s all about and has helped us do our jobs right, make better decisions, and serve our customers in a timely and efficient manner.” ODT’s Rental Management solution is tied into Proline’s Fixed Assets within Microsoft Dynamics® NAV, where all the information they need is stored. They can see what equipment is available, to whom pieces are rented out to, and when they can expect certain items back. For example, if a piece of equipment is missing, Proline can automatically see who rented it last and any additional details pertaining to that rental order.

For the Sales Team: This in-depth information has helped the sales team meet prospect demands by answering questions with real-time information. They no longer need to call the prospect back so they can manually check whether they have a particular piece of equipment in stock. They can also create an order much quicker, saving valuable time at their organization. There are little to no restrictions on how to enter an order. For example, they can put unlimited line items on their rental contracts to help them accommodate their fluctuating rental orders.

For the Customer Service Team: Customer service has also benefitted from ODT’s Rental Management solution. When Proline receives a call from an existing customer, they can now pull up all relevant information while on the phone. The time it takes to respond to customer inquiries is significantly reduced, increasing customer satisfaction and improving customer retention.

“Open Door’s Rental Management solution has been a hit since the day it went live. Users are impressed and it’s been easy for them to adapt to. We absolutely love it.”

Dianne Zawortny, Controller

For the Warehouse: Before ODT’s Rental Management solution, Proline had no idea what was actually making them money and what wasn’t. They were “flying by the seat of their pants”, hoping they had the right equipment in stock at the right time for the right customer. With the information now available, they can track the return on investment for each piece of equipment. They can see what piece is more profitable as well as track the equipment’s maintenance expenses. They now know what type of equipment they need to have in stock as well as what pieces need maintenance at any given time.

For Manufacturing: Scott Smitke, Assistant General Manager at Proline shares, “In addition to renting out equipment, we also manufacture it. We can now make a better and more profitable choice on what to manufacture through the in-depth reporting available in our rental management solution.” They now have the proof and detail to create a more efficient and effective business.

Summary

Proline Pipe Ltd. needed a solution that could fit their unique rental management needs. Their Kardex Cue Card system was extremely outdated and would not scale to the changing environment of the oil and gas industry. Proline implemented Open Door Technology’s Rental Management solution and never looked back. They now have the information they need as well as the adaptable functionality to run their business efficiently. Diane says, “Open Door Technology’s Rental Management solution has been a hit since the day it went live. Users are impressed and it’s been easy for them to adapt to. We absolutely love it.”

About Open Door Technology

Open Door Technology has been partnering with organizations since 1992 to develop and implement integrated business management systems. Our approach to each and every project is to focus on the integration of people, processes, and technology to ensure continued business success for our customers. Contact us today to find out how you can transform your business with the expertise of Open Door Technology and Microsoft Dynamics NAV.

