

## Quick Facts:

**Industry:**  
Manufacturing

**Company Information:**  
Employees: 700  
Locations: 8  
General Ledger: JD Edwards  
2004 Revenue (mil.): \$150  
Head Office: Columbus, OH  
Operating since 1976

**Scenario:** The evolution of America's Body Company ("ABC") led to the requirement of more complex planning and reporting needs, making a more sophisticated solution necessary for optimal business intelligence analysis.

**Solution:** Although PROPHIX was purchased primarily to streamline the planning process, its powerful reporting and Business Intelligence (BI) capabilities became the driving factor in the decision.

**Benefits:** Through its use of PROPHIX, ABC is able to gain better insight into the dynamics that drive its sales. Gary DeMarco, V.P. of Finance and Administration, notes, "I now have the ability to look at customers across time and across purchases, to develop trends and understand their buying patterns."



## Case Study

**ABC Trucking**  
[www.abctruck.com](http://www.abctruck.com)



"I had performed a number of activity-based costing projects. The ability to know the true cost and true profit on your products is vital during the down cycle."

Gary DeMarco, Vice President Finance & Administration

### Return on Investment

- ◆ America's Body Company realized over \$50,000 in employee cost savings
- ◆ The time to obtain weekly information every week decreased from two days to 45 minutes
- ◆ Implementation of PROPHIX was completed ahead of schedule and exceeded client expectations
- ◆ PROPHIX's solution was live within a week, significantly less time than with a traditional Business Intelligence solution

## Background

America's Body Company Inc. ("ABC") is one of the largest vertically integrated manufacturers, upfitters and distributors of truck bodies and equipment in the United States. Through its own value added manufacturing process, ABC adds various parts and components to a truck or van chassis from one of the major manufacturers such as Ford or GM to produce cargo vans, dump trucks, cranes and other equipment. The company has been in business since 1976, and over the past few years, it has evolved from being strictly an upfitter and distributor of light-duty truck equipment to being a

manufacturer of its own products.

### Recognizing the Problem

Planning and analysis for eight locations, with individual profit and loss statements, and ten corporate cost centers was manageable with spreadsheets, but DeMarco explains, "It required more time spent manipulating data than I would have liked." He also wanted to improve access to the wealth of data stored in the company's Enterprise Resource Planning ("ERP") system, particularly from a customer-product perspective. This type of

analysis was performed infrequently, because of the difficulty in extracting the data in a usable format. He comments, "We were only beginning to look at this type of information, but not having the ability to manage the data was frustrating."

For ABC, DeMarco was looking for a solution that had the right balance of sophistication versus cost and could satisfy both requirements. "Although planning was my initial need, if I could also piggyback some of my reporting and analysis needs, I felt a little more justified in my decision," says DeMarco.

### **PROPHIX for Business Intelligence**

Although PROPHIX was purchased primarily to streamline the planning process, its powerful reporting and BI capabilities were a driving factor in the decision. "The reporting and analysis sophistication that PROPHIX offered made it an attractive option," explains DeMarco.

Cyclical manufacturing businesses such as ABC require a solid understanding of key business metrics. DeMarco elaborates, "I had performed a number of activity-based costing projects. The ability to know the true cost and true profit on your products is vital during the down cycle." The powerful OLAP technology in PROPHIX enables fast and insightful analysis of these measures.


**"Our PROPHIX consultant did a good job of maximizing the consulting dollars we invested."**

**Gary DeMarco  
Vice President, Finance and Administration  
ABC Trucking**

ABC also uses the software's hybrid drill-through analysis feature to look at specific transaction details. LaKisha Ellis, Corporate Staff Accountant and PROPHIX administrator comments, "We can now extract sales order detail with the number of units and dollars for a specific customer." Before, users were dependent on the IT department to export the information and create reports. "With PROPHIX," McCarney explains, "the time spent to obtain this information every week decreased from two days to just 45 minutes." ABC realized over \$50,000 in employee cost savings as a result.

### **Leveraging PROPHIX Professional Services**

Having been a consultant, DeMarco was aggressive in setting his project plan. "I had a lot that I wanted to accomplish," he explains. "Working on a tight schedule, our PROPHIX consultant built both our Planning and Sales Analysis models within the week, exceeding my expectations."

DeMarco was also very impressed with the structured approach of the consulting process and with the experience and knowledge of his consultant. DeMarco elaborates further, "He came in and followed an approach that I was very comfortable with. His knowledge of financial reporting was solid. He was able to understand our business very quickly and accurately model it within PROPHIX." 

### **Additional Benefits**

- ◆ Improved access to data buried in a company's enterprise and business systems
- ◆ Turned mountains of raw data into meaningful and actionable information
- ◆ Identified product sales trends and customer buying patterns to better manage product mix
- ◆ Analyzed true cost and profit on its products, effectively managing its product portfolio



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