

Case Study Brenk Brothers

Company Profile/Overview

Established in 1989 and located in Fridley, Minnesota, Brenk Brothers is a precision machining company routinely involved in close tolerance (less than .0005") CNC milling (including fifth axis capabilities), turning, and wire EDM. Their ever-growing team of highly skilled machinists work closely with the aerospace, aircraft, defense, data storage, medical, printing, and pump industries, offering cost-reducing suggestions while improving function and manufacturability. Offering old-fashioned customer service combined with up-to-date technology, Brenk Brothers is constantly investing in and operating the latest in advanced manufacturing equipment, making better parts in less time and at a lower cost.

Problem/Challenge

Before adopting InetSoft's Style Scope, information delivery at Brenk Brothers mainly consisted of reports that were produced for monthly meetings with executive management. These relatively simple reports were produced by hand-running SQL queries, then exporting the data into Excel for manual modifications and chart building, then converting them into PowerPoint presentations for better display. The problem with this tedious process was that if something was not quite right with the report, or if a new informational need arose, they had to go all the way back to the drawing board, writing new SQL queries and restarting the process. This would sometimes have to be repeated several times for a single report.

This stimulated a search for a BI tool that would make analysis and information delivery easier, for both the end user and the IT department. While Brenk Brothers did not want a tool that required large amounts of IT time for modifications, they also did not want to have to rely on a BI vendor to make modifications for them.

A Brenk Brothers IT Ticket Status Dashboard

| Department | Administration | Engineering | HR | IT | Lathes | Purchasing | Quality | Sales | Shipping | Tool Crib





IT Ticket Status





Dashboards, Reporting & Mashups

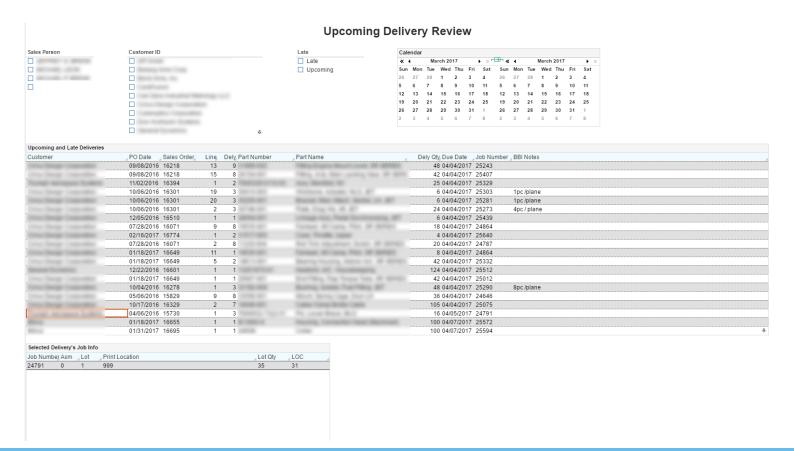
When InetSoft was compared with several other solution providers, the difference in price was immediately apparent. One solution provider offered to build a custom API that would enable Brenk Brothers to build all of their own dashboards from scratch - but for ten times the price of InetSoft's solution. Another offered a solution with attractive dashboard templates, but along with a price tag five times that of InetSoft, any major dashboard modifications would have required the vendor's help, at an additional cost.

Solution/Requirement

Brenk Brother's staff was immediately impressed with InetSoft's ease of use from the first demonstration. They realized that with the tool they could not only build dashboards that would automate their monthly reports, they could also easily modify those dashboards to fit new business questions, without even needing technical help.

While Style Scope was selected primarily for executive monitoring, the tool's intuitive functionality and DIY flexibility has since inspired a broad variety of applications across the organization. One way the tool was used early on was to establish real-time priority lists on monitors throughout the workshop, displaying information as it comes into the central ERP system, giving managers and workers a clear visual way to see and understand how various initiatives are coming along. Contrast this with the previous reporting which required data to be manually exported from the ERP system and processed.

A Brenk Brothers Monitoring Dashboard





Dashboards, Reporting & Mashups

Since their InetSoft deployment, there are now thirty active dashboards at Brenk Brothers, most related to some kind of priority management. In addition to production, assembly, and deburring, they also manage priorities on all internal IT tickets and projects. A person viewing these dashboards can see a breakdown of how many projects each person is responsible for, the status of those projects, including notes, and details on projects that have been closed recently.

Similar dashboards are used to track maintenance initiatives and preventative maintenance. This real-time reporting enables anyone to immediately see if there is any maintenance needed on any of the machines, what machines have been worked on, and what still needs to be taken care of. Brenk Brothers has also had success with financial analytics, measuring product efficiency and materials used as well as all related costs. While monitoring and project management have been the primary usage, Style Scope's functions for predictive analytics are starting to be utilized as well, with dashboards showing which jobs are predicted to hit their target ship dates.

As ideas and business questions have expanded, Style Scope has had no problem meeting these unanticipated needs, and InetSoft's customer resources have made discovering new features quick and easy. "Everything we have thrown at it, it's been able to do," exclaims Chris Garvey, IT Coordinator at Brenk Brothers. "The occasional time when we don't already know how to do something, we can find out how to do it in five minutes or less, just by browsing through the documentation. It contains lots of good examples and everything has been explained in detail." Several new ideas for dashboards at Brenk came from the InetSoft dashboard gallery, which can be found at https://www.inetsoft.com/evaluate/bi visualization gallery/.

Chris continues, "I really can't stress enough just how happy we are with this product. A large part of why we've already developed so many dashboards is that it's been so easy to use. We were hoping to just have a few finished this year and we now have thirty dashboards deployed, so we are way ahead of schedule, which is unique in the IT project world."

Customer Value

While the benefits of Brenk Brothers' adoption of Style Scope have been many, and their usage is still expanding, the greatest difference that the tool has already made at the organization is an increase in communication within and among the different departments. Salespeople and managers no longer have to go and check with department heads to see what's being worked on or what's next in line to be worked on; they can instantly see this on their monitors. This has enabled account managers to give their customers more accurate expectations on project times.

In fact, since implementing Style Scope, the percentage of orders shipped on time has risen by over seven percent. With greater communication, more predictability and fewer emergencies to deal with, managers and workers at Brenk Brothers can now focus on doing what they do best - serving their customers with quality precision machining.