



Greenray

Greenray Uses U2 Technology to Manage Sales, Purchasing, and Procurement for Its Sales of Gas Turbine Equipment Around the Globe

Greenray was formed in 1981 by a group of former employees of GEC Gas Turbines. Its first contract was to supply water well drilling rigs and tools into Iraq. This expanded over time into providing land based drilling rigs and tools for the oil production market. During the 1990's Greenray's activities expanded into the field of Industrial Gas Turbines and identified a niche market in the supply of spare parts and service to customers with older gas turbines, offering the potential of extending their life by providing a reliable maintenance service.. Greenray Turbines (Lincoln) Ltd was formed, and by 1997, Greenray was a global company supplying spares, services and providing workshop overhauls on a world-wide basis.

Greenray is a leading vendor of aftermarket parts and services to the global gas turbine industry. Based in the United Kingdom, the company specializes in helping companies extend the life of their ageing turbines – some of which are 40 years old - by providing expert technical services, replacement parts and workshop overhauls to keep equipment in top shape. Because of its unique business model, Greenray needs to keep track of expensive equipment around the world, manage its global sales efforts, and also gain visibility into its internal operations.

Oldies are not Always Goodies. Know when You Need to Grow

"To be blunt, our old system did not have the capability to handle integrated spares delivery and service management.," says Greenray Managing Director Iain Lister. "We had an old Foxpro visual basic database, which really wasn't capable of providing the necessary solutions we required. We used an off-the-shelf production management system to handle complex manufacturing of components, but a lot of our important work was done in Excel spreadsheets or by word of mouth amongst our employees. We realised that we needed a better way to manage our expanding global business."

Brand Recognition Happens for a Reason

In early 2011 Greenray started an evaluation process to find a system that would improve its service management provision. Lister says that, "One of our main criteria was that we wanted it to be built on a recognized database rather than a niche product. We narrowed our search to three systems - Zafire's Smart solution, built on the Rocket U2 database, and two others that were based on Oracle. We felt that the Oracle systems were too restrictive, and we selected Zafire based on its flexibility in configuration and its ease of use. Originally we were looking to implement a service management system to help with CRM, field activities and resource planning, but two or three months into the process we realized that our

Greenray Lincoln, UK

A leading vendor of replacement parts, equipment and services to the global gas turbine industry relies on a U2-based solution to improve its internal operations and deliver world-class service to its customers and partners on five continents.



existing systems for purchasing, sales and procurement were also in dire need of replacement. We needed a complete solution."

There for You Each Step of the Way

In December 2011 Greenray completed the first phase of its implementation, which was a service module for site services, and the company began using the system to help manage other aspects of its business. Six months later the company went live with phase two, which included using the U2-powered system for stock management, sales order processing, purchasing and manufacturing. The third phase, which was implemented fully in 2012, included robust features that allow executives to create reports to be used by Greenray's management team.

Feeling the Power of U2 – Control Your Data to Adapt to Your Business Needs

"We are using the system for every aspect of our business other than finance, and it has really been a positive experience for us," Lister says. "As an example, prior to implementing the U2-based solution we didn't have a handle on personnel we were sending into the field - planning of manpower to resources was all done using an Excel spreadsheet and there was zero visibility. We used to have a big sheet that just listed days and hours, but in the new system everything is done live so that we can easily access information about costs, durations, and other key data. We now know exactly who is going where, how much time our staff are spending on specific projects, and can then make HR and finance decisions based on that information. The U2-based system has completely transformed how we manage our business."

"The U2-based system has completely transformed how we manage our business."

Iain Lister
Managing Director
Greenray

-  www.rocketsoftware.com
-  info@rocketsoftware.com
-  twitter.com/rocket
-  www.youtube.com/rocketsource
-  www.linkedin.com/company/rocket-software
-  plus.google.com/u/0/104109093105646534918