SMC²

SMC Squared
CASE STUDY

At-A-Glance

- **INDUSTRY**
  Manufacturing and wholesale distribution to retail channel.

- **ISSUE**
  Lack technology resources to quickly modernize legacy ERP systems.

- **TECHNOLOGIES**
  jQuery migration to React JavaScript library.

- **SOLUTION**
  Global Insource Center

30 DAYS	From Planning to Seamless Integration of Global One Team.
90 DAYS	To Develop and Release Final Code.
33%	Cost Savings Over Traditional Outsourcing Solution.

SMC Squared
Dallas • Minneapolis • Bangalore

"To drive digital and rapidly innovate we needed a tech horsepower boost. Our retail partners are delighted with the results."

THE CUSTOMER

Texas-based Corsicana Mattress operates ten factories nationwide and is the industry's third-largest manufacturer, with extensive wholesale and direct-to-consumer distribution capabilities. They take pride in their reputation and innovative programs to help their retail partners effectively grow their bottom line.

THE PROBLEM

Corsicana wanted to marry its decades-old, industry-specific enterprise resource planning (ERP) software with a more modern, intuitive digital interface. The goal was to streamline and strengthen their entire supply chain interface— from sourcing and order entry to distribution and order fulfillment. This included designing a faster user experience complemented by robust backend analytics.

With development speed in mind, hiring and onboarding a new internal team wouldn't be quick or cost-effective. Outsourcing didn't make sense either given the in-house team would still need to be involved to manage the upgrade long-term.

THE SOLUTION

"I really wanted an option where extra hands could jump-start this digital effort, along with other projects whenever I wanted to bring innovative ideas and solutions for our customers," said Rusty Kennington, Chief Information Officer for Corsicana.

"Plus, I didn't want to sacrifice my need for a collaborative, team-driven atmosphere that I could trust would deliver on commitments."

Driven by their Strategic Assessment Model (SAM) SMC Squared proposed utilizing their Global Insource Center with an on-demand India-based team, combined with their proprietary US Enablement management framework. This proven solution eliminates the frustration and risk typically seen when leveraging cost-saving global resources in fast-start situations.

Unlike cookie-cutter offshore outsourcing vendors, SMC Squared hand-picked a team that would best mesh with Corsicana's culture and processes, along with having a deep understanding of the required technology stack. Within a matter of weeks, the India resources were functioning seamlessly as a vital extension of the company's US counterparts.

To kick off the project, SMC Squared recommended specific areas where it would improve performance and code maintenance. The India resources also converted the front-end code to prove the architecture migration would not impact business delivery.

Next, they developed an automated regression test suite to run with each code build to ensure business requirements were met. This drove instant value in quality improvement, reduced testing time, and validated that all new code worked flawlessly with existing ERP functionality.

From there, the combined resources of the Global One Team wrote the code and skinned the ERP to deliver the most value to the end-user retailers. Legacy jQuery code was migrated to a more advanced React JavaScript library. Mission accomplished.

> During the first year, the cost advantage of the Global One Team was realized while improving both productivity and quality. Together, the India and US resources built and launched Corsicana's new portal and mobile app that significantly simplifies interactions with the company.

In the ongoing partnership, the India resources are assigned "tip of the spear" projects that include developing user-friendly apps that further streamline and enhance the connection with customers.

"We want to be one of the brighter points in a retailer's busy day," Kennington noted. "Now they can quickly tap into market data, such as customer demographics and buying trends, along with access to streamlined inventory management, order placement, invoice payment, and customer support"

Let's bring *your* ideas to life.
Call to schedule your complimentary SAM today.
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