Sertec

In-house software development drives automotive parts manufacturer into Ford's worldwide top 40

Sertec is a British engineering company that relies on agility and innovation to compete in the tough automotive parts market. By writing all business applications in-house in PROIV, Sertec adapts to market conditions and supplier demands long before its competitors. Development time is 90% faster. In 2003 Sertec became the first UK Company to be named as one of Ford's worldwide top 40 suppliers.

Using IT to facilitate change and fuel innovation

Fierce competition and notoriously thin margins characterise the automotive parts industry. And yet price isn't always the deciding factor. One company that regularly beats competitors from low-wage Eastern economies is Sertec, a highly-adaptable British engineering firm that supplied 50 million car parts in 2002. Sertec uses in-house IT skills to drive its business forward. As Steve Morley, Sertec's general manager says: "Our IT systems facilitate growth rather than constrain it. They do far more than reduce costs and improve productivity, they fuel innovation."

PROIV cuts development time by 90%

Change is a way of life at Sertec. By writing all its own software in PROIV, the company can adapt at a speed that leaves competitors floundering. Tony White, Sertec's group systems development manager, estimates that PROIV cuts development time to a tenth of equivalent products. "Rapid – that's exactly what PROIV is," he says.

"One week we're developing web-based supply chains; the next, financial forecasting. We write programs that keep the business moving, and PROIV lets us do it within days rather than weeks." "The inflexibility of off-the-shelf packaged solutions can be a barrier to growth," says Tony, "but we are forever building and adapting applications to meet new challenges. Sertec is an international success story written entirely in PROIV."

Amending or enhancing programs is quick with PROIV. "Because PROIV is self - documenting, it's easy to see how an existing application works," says Tony White. "We can interpret software faster by looking at it than by reading the developer's own documentation."

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Tony White
Systems Development Manager
Sertec

Award-winning manufacturer with a can-do approach to IT systems

Sertec's agility has not gone unnoticed. In April 2003, Sertec won the industry equivalent of an Oscar. That's when Ford named Sertec as one of its worldwide top 40 suppliers. It was the first UK Company to join Ford's worldwide elite. Few British companies share Sertec's can-do approach to winning and retaining business. A recent project opened up Sertec's entire component development program to online scrutiny by customers. This web-enabled PROIV application lets customers check any aspect of component development including test results, product costings, and internal memos. It's an unprecedented example of supplier transparency. As Tony White says, "With PROIV, we have the in-house tools and skills to offer customers more than our competitors can. If there's a business case for a fresh application, we build it."