



## Fleetwood Folding Trailers Flips For Infor COM\_Net2

Fleetwood Folding Trailers, located in Somerset, Pennsylvania has more than 40 years of camping expertise. They are hoping their customers won't "pitch a tent" by combining superior craftsmanship and innovation when manufacturing their campers and trailers. Fleetwood Folding Trailers, manufacturers 6 models of folding trailers including Americana, Highlander, Evolution, and Grand Tour. The exceptional quality of these trailers has made Fleetwood Folding Trailers North America's Number One Choice in recreational trailers and campers.

Since 1986, Fleetwood Folding Trailers has relied on Infor ERP XA (from Infor Global Solutions formerly MAPICS) to support their enterprise and achieve world class manufacturing excellence. With the rise of Internet usage Fleetwood Folding Trailers determined that to further set them apart from their competition they could not afford not to be doing business online. They made the strategic decision to service their dealer network with a customer facing eCommerce solution. The goal of this initiative was to provide superior customer service, create easy access to product information and ensure correct and complete ordering...the solution? Infor ERP XA COM\_Net2. Dale Gindlesberger, Fleetwood Folding Trailer's IT Manager explains, "In 1999, Fleetwood Folding Trailers announced to our dealer body we were committed to using the Internet to improve customer satisfaction (and internally to save expenses)."

Implementing new software systems can be arduous, lengthy and expensive but that is not what Fleetwood Folding found with the implementation of COM\_Net2. Dale Gindlesberger insists, "The solution was almost entirely "turnkey". We didn't have to do any application development, or write any interface software. It was practically a "plug-and-play" solution. Right out of the box we had a fully integrated order inquiry and order entry system, with item availability checking, substitute part number availability, and easier comment entry than XA's COM. Unlike a lot of B2B eBusiness solutions, COM\_Net2 didn't require that our customers load any software to use it, or buy a specially equipped system. All they needed was Internet access and a Java-capable Internet browser. This was a HUGE advantage to us- we have a small IT staff and didn't have the resources for an international rollout".

Parts ordering has never been easier for the dealer network of Fleetwood Folding Trailers, the Pic-A-Part functionality of COM\_Net2 allows them to view an exploded drawing to zero in on and identify the correct part. In addition to quick order inquiries and easy replacement orders the dealers have access to a great wealth of product information. They can download user manuals, warranty information and marketing documents. "It's really a one stop shop in terms of distributing information to our dealers, everything they need and more can be found right there."

Dale adamantly maintains that the inclusion of COM\_Net2 has dramatically enhanced their overall business and their bottom line, "We've reduced the number of Customer Service Representatives to .5 down from 3.5 agents. We've fully penetrated the dealer network with 90% of our dealers utilizing COM\_Net2; we average 500 hits a day and have seen a substantial reduction in incorrect parts ordering. Our smaller dealers have the luxury of placing orders during off hours or on weekends and due to the extreme reliability of COM\_Net2 we're available and open for business 24 hours a day 7 days a week!"

### Lexel Corporation

532 Broadhollow Rd • Suite 125 • Melville, NY 11747 USA

Tel. 631.501.0700 • Fax 631.501.1930 • [www.lexel.com](http://www.lexel.com)