

CHINA-BASED COMPANY SUNWARD CHOOSES EXACT SOFTWARE TO OPTIMISE WORKFLOWS

## Belgian team pioneers Exact Globe before worldwide roll-out

**Operating out of China's Changsha City, Sunward manufactures engineering machines for the construction industry. Their rapid growth across the globe came with challenges. How to keep all subsidiaries on the same page, working on one and the same platform for sales, stock keeping, accounting and more? The answer: Exact software. As we speak, Exact Globe is being implemented in Belgium, before being introduced in the whole group, organising operations and providing interesting data insights.**

While it started out as a small company focusing on research and development in construction machinery, Sunward Group is now well on its way to becoming a household name. With names like Kubota, Yanmar and Takeuchi ruling over the market, the competition is fierce. Yet in just twenty years, Professor Mr. He Qinghua turned his company into a global leader in with affiliates in many countries.

“Some of these large players have been on the European market for ten years or longer,” says Ying Zheng, Office Manager in Sunward's European hub in Beringen, Belgium. “In terms of size, we're a baby fighting giants. But we are growing rapidly.”

The numbers speak for themselves: with over 4,500 employees, Sunward is now a listed company that has gained ground in markets worldwide. Thanks to a fully developed industrial line, the Chinese manufacturer exports to 100 countries—and counting.

### **Flexibility is key**

In Europe, Sunward supplies over thirty dealers across the continent, meaning trade and after-sale services are their bread and butter. Zheng: “In our business, service and spare parts go hand in hand. We get phone calls here in Belgium from clients whose machine has broken down, in the middle of the road, in Macedonia. Then it's up to us know exactly which spare parts they'll need and get them there as quickly as possible.” To make this possible, a centralised system is as vital as it is indispensable.

Not only does Sunward have to keep track of parts in Belgium, the whole group needed a multi-language system that could handle local legislation and currencies, organise intercompany logistics, overseas collaboration and more. Because of the company's fast growth, communication lines between the headquarters and affiliates were at times troubled. The solution would have to be a platform for internal collaboration, which could double as a means to organise the whole supply chain, from nuts and bolts to state-of-the-art excavators. And that's where Exact enters the picture.

### **Local fine-tuning before the global implementation**

Being a small and agile team of ten, the Belgian Sunward subsidiary has volunteered to pilot the project, implementing Exact Globe as the first in the group. Zheng: "We are pioneering the project, before it will be rolled out globally. We've started using Exact Globe for purchases, invoices, accounting, finance and sales. In parallel, Exact Synergy will enable us to communicate with the group as a whole."

Just three months in, Zheng already sees the advantages Exact Globe offers. "Prior to using this software package, we typed up invoices manually, which came with a lot of mistakes. Now we simply enter a warehouse order, and the rest of the process is fully automatic. The same serial code will never be sold twice again," Zheng says. The same goes for spare parts. Thanks to Exact, every item coming from China is now neatly scanned and stocked, always at the ready to help out a client.

### **Replacing guesswork with data**

To Zheng, working with Exact is really about increasing efficiency. "External accountants now work directly within the same environment, lowering the number of calls and emails instantly and avoiding double entries." The same goes for all other workflows.

Sunward is still exploring the full potential of Exact as a centralised system, but their hopes for the future are high. Zheng: "While I expect our annual books to be much cleaner by next year, Exact offers more interesting insights. In the future, we would like to establish a life-long record of all our machines and parts. Working this way eliminates any guesswork: the system will tell us exactly which machines cost us a lot of manpower and spare parts, making it possible to adjust our strategy accordingly."

While Exact Globe works on an operational level first, it impacts every level of the organisation. "Exact helps us optimise our management," Zheng testifies. "We have about 2,500 machines out there in the field throughout Europe. When one breaks down, we have to repair it immediately. Having an up-to-date overview of available manpower and materials at all times gives us a much clearer view of what we can and cannot do. This, in turn, allows us to standardise our approach. These things take time, of course, but I trust

that Exact Globe will help us finetune our flow. Once the whole team follows this optimised flow, it will soon become a habit.”

In implementing the software, Sunward has been working closely together with the Exact team. “They’ve been very helpful in helping us tackle our challenges”, Zheng explains. “Their timely reaction is worth mentioning: while they are actually in China, the seven-hour distance between us has never been an issue. Quite to the contrary: they’re always standing by us.”

Sunward’s European team is already looking at ways to further improve their workflow, including in the sales department. “In the future, we would like to ask clients to join a shared platform, where they’ll be able to order products themselves through a web shop. Working like this will free up time for our sales team, who can then focus on new markets. In the end, Exact will help us reduce any menial tasks, making everybody’s jobs more interesting and efficient.”