

**CUSTOMER SUCCESS STORY**



[www.laureninternational.com](http://www.laureninternational.com)

Lauren International is a vertically integrated company with a horizontal perspective among their six subsidiaries that are united by the same goal: to bring the latest innovations to their respective industries using the most advanced technology.

Headquartered in New Philadelphia, Ohio, Lauren International’s six subsidiaries-Lauren Manufacturing, Edgetech I.G., LMI Custom Mixing, Lauren AgriSystems, Lauren Innovations & Nurtured Pets-have a global reach and serve a diverse spectrum of markets:



With their strategic goal guiding them, Lauren International has assembled a very competent team of technology experts to support their global operations. However, when it comes to supporting their Exact Macola ES and Exact eSynergy systems, they rely heavily on Algorithm, Inc.

“We’re confident that our large internal team of programmers and system administrators could provide an acceptable level of support for our Macola and eSynergy system, but at Lauren International we’re not into maintaining an ‘acceptable level’. Our IT department mirrors the companies’ passion to perform at the highest levels. That’s why we have chosen to partner with Algorithm to support us on that strategic front”, says Ted Gentsch, Director of Information Technologies, Lauren International.

“Algorithm has a proven methodology to implementing systems. By following this methodology, their projects consistently come in on time and easily within budget.”

### **Real Results**

In 2009, Lauren Manufacturing and Edgetech were running two different and older versions of Macola ES and eSynergy. Because of some unique business requirements, both Macola ES systems had some modifications. To reduce complexities and streamline operations, the decision was made to get both companies on the same version of Macola ES and eSynergy.

“The process to bring these systems forward is complex, but you wouldn’t have known it”, says Gentsch. “Algorithm did their homework, they arrived onsite prepared. Over two consecutive Saturday mornings they upgraded both our Macola sites and 180 workstations with no unplanned disruption to the businesses. On Saturday afternoon, our people were working on the new system.”

### **A Solid Foundation for Continued Innovation**

“Partnering with Algorithm allows us to stay focused on our core competencies in the IT department, while we support all of our divisions,” says Gentsch. “Our long-term plans include staying current on the Macola ES and eSynergy systems, while continuing to utilize Algorithm as a strategic partner.”

## **ALGORITHM, INC. OVERVIEW**

### **Our History**

#### **1993**

Algorithm is formed as a certified, full-service Macola® Channel Partner—selling, implementing and providing on-going support of Macola® Enterprise Resource Planning (ERP) solutions to manufacturers and distributors throughout the United States. Our fast rise—recognized by Macola® as the top value-added reseller (VAR) in North America—is a direct result of our commitment to client needs.

#### **2001**

Exact Software™ acquires Macola®. Algorithm becomes a certified Exact Software™ Channel Partner, allowing us to remain dedicated to our clients and the solutions we have implemented and supported since our inception.

#### **2006**

Algorithm expands its offerings by becoming a certified Channel Partner of SAP®, a ‘safe harbor’ for businesses worldwide since 1972. Our partnership with the world’s leading provider of business software applications demonstrates our continuing commitment to offer long-term solutions to our clients.

## 2011

Algorithm Network Services (ANS) is formed to work with our customers to help manage their IT infrastructure. Services range from assistance in determining hardware requirements to complete managed services. ANS also provides server monitoring solutions, as well as on-premise or cloud deployments of our software solutions.

Also in 2011, Algorithm adds software-as-a-service (SaaS) solution from SAP®, which is an on-demand solution designed specifically for companies that want the benefits of large-scale business applications without the burden of managing a large IT infrastructure.

## Today

Algorithm continues its expansion and now provides client-centric products, services, and support to hundreds of companies throughout the United States.

## Our Solutions

- Market Focus:
  - Small and Midsize Enterprises (SME)
  
- Industry Focus:
  - Manufacturing
  - Wholesale Distribution
  - Professional Services
  
- Business Management Software Applications:
  - SAP® Business One
  - SAP® Business ByDesign
    - Software-as-a-Service
  - Macola® from Exact Software™
  
- Extended Software Applications:
  - Business Intelligence and Analytics
  - Customer Relationship Management (CRM)
  - Workflows, Triggers, and Alerts
  - Document Management
  - eCommerce and Portals
  - Electronic Data Interchange (EDI)
  - Warehouse Management System (WMS)
  - Shop Floor Execution and Control
  - Advanced Inventory Planning and Optimization
  - Network Services
  - On-premise or Cloud Deployment



### Our Process

- Business Process & Analysis
  - Site assessment to identify improvement opportunities
  - Identification of critical business objectives
  - Solution-directed return on investment development
  
- Client-centric Consulting
  - Value-focused services centered on your unique business needs
  - Effect change with minimal disruption to your business
  - Ongoing reviews for continuous improvement opportunities
  
- Proven Implementation Methodology
  - 40 years of combined experience on support desk
  - Convenient support options: email, phone and remote online assistance
  - Desktop support portal available for customer self-service
  - Fast and efficient support services
  
- World-class Support
  - 150+ successful new and product-upgrade implementations
  - 1000's of software installations and configurations
  - Repeatable and proven approach aligned with your critical business objectives
  - Implementations incorporate 15 years of best practices

### Our Experience

At Algorithm, we have real-world experience. We've been small business owners, CFOs, plant managers and production managers, among other positions; we know what it takes to help you run your business.



Our people hold numerous degrees and certifications, including CPA, MBA, APICS, Exact Software™/Macola® and SAP®, among others.