

## Global Manufacturing Supplier, SMC Corporation of America, Reaps Benefits from Its Customer's Investment in SourceDay PO Management Software

Client Success Story |  
SourceDay

### Background

SMC Corporation of America is a part of a global organization that supports its customers in every industrialized country, and is the U.S. subsidiary of SMC Corporation based in Japan. As a major manufacturing supplier, SMC is a leader in pneumatic technology, providing the industry with technology and products to support automation. For more than 50 years, SMC has been a recognized brand through sales, technical, supply and after-sale services in world markets.

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- Kenny Zielinski,  
SMC Corporation of America

### Company Profile

SMC Corporation of America

### About the Client:

SMC Corporation of America is a leader in pneumatic technology, providing the industry with technology and products to support automation.

### Solution at a Glance

#### Challenge:

SMC Corporation of America is a supplier to hundreds of manufacturing companies. They manage hundreds of PO line items which is typically done by a manual process that includes countless emails, phone calls and spreadsheets.

#### Solution:

As a supplier for a SourceDay manufacturing customer, SMC Corporation of America has free access to SourceDay PO management software, enjoying the ability to seamlessly collaborate with its customer for measurable organizational and relational benefits.

#### Benefit:

SMC Corporation of America has free access to SourceDay PO management software and estimate they save at least one hour per day and drastically reduced the risk for human error.

## Challenge: Automating The Manual Process of PO Management

As a supplier to many major manufacturers, SMC Corporation of America has hundreds of sales representatives managing thousands of accounts. Managing every order and line item is typically a manual process that includes countless emails, phone calls and spreadsheets. Kenny Zielinski, account representative at SMC Corporation of America, was presented the opportunity to streamline these labor-intensive tasks with an automated software solution - not by a vendor salesman, but by Zielinski's largest customer account.

"Like many suppliers, I have been using four separate systems to keep track of all of the orders, acknowledgments and communications with my customers - spreadsheets, email, phone and texts," Zielinski explains. "While the combination of systems works, I am limited with what I can do to manage open orders and communicate with my customers."

Zielinski receives up to eight POs per day from this one customer alone, each with multiple line items, precise specifications, varying due dates, and multiple changes. Using disparate manual systems to manage all of the details could have been done but at the cost of Zielinski's time. Sifting through months' worth of emails to find information and track conversations is the norm for many suppliers, simply because there is no other option. Phone and text conversations are often undocumented, leaving many details up to chance.

## Solution: Capitalize on the Opportunity to Use SourceDay PO Management Software for Free

Zielinski's customer switched to SourceDay for all of their PO management and asked Zielinski to jump on board, paying for the PO management software for both themselves and SMC. All Zielinski had to do was agree to forego his manual systems for an automated solution.

Zielinski didn't hesitate. "I was actually excited to have a better way to manage the account," he says. "I had my own way of managing orders and communications but it was very manual. SourceDay consolidates every aspect of account management into a single system that is easy to use with minimal training required. It's an ideal buyer-supplier collaboration tool."

In fact, Zielinski learned the system and the user interface on his own in only an hour. Any questions he had were quickly answered via phone by SourceDay support staff. "I was impressed with how simple it was to use," he says. "Having everything in one spot where it can be read whenever, as well as having the entire history documented makes it a breeze to track orders and every customer interaction."

While all of the newfound efficiencies may be difficult to quantify, Zielinski estimates he saves at least one hour per day using SourceDay compared to the manual processes of the past. Another significant benefit of automating the PO process is that it has drastically reduced the risk for human error that is inherent with spreadsheets.

The SourceDay system sends Zielinski alerts when an order is late or if he needs to acknowledge a pending PO. He can check off the acknowledgment and quickly move on to something else. The PO management system also sends Zielinski emails regarding urgent requests and order updates that need acknowledgments. "The first thing I do every morning is check order updates and in the past, this cross-checking process was tedious but necessary," says Zielinski. "With a single click, SourceDay helps me keep track of which orders are open and which need to be closed."

Urgent and "hot" items are also flagged, helping Zielinski stay on top of every order. "My relationship with my customer is improved because I can be more responsive and communicate faster," he says. "Everything is in one place, visible to me and my customer so there is never a risk for miscommunication or a missed item. I cannot think of a single thing I was doing before that hasn't been improved with SourceDay."

## Results: Improved Customer Relationship

Since converting to SourceDay, SMC has:

- Reduced manual labor by at least one hour per day
- Dramatically improved its collaboration and communication with its customer
- Established a real-time, single source for all PO-related data
- Minimized its risk for manual errors and missed acknowledgments

## About SourceDay:

Founded in 2013, SourceDay is the leading purchase order management solution provider for manufacturing and distribution companies. Clients use SourceDay to effectively manage their supply chain purchasing and maximize revenue while reducing cost and risk. SourceDay is easy to adopt and clients quickly realize significant savings.