Clients First
Business Solutions

CASE STUDY

MAXTUBE

MAXTUBE GROUP CHOOSES CLIENTS FIRST FOR INTEGRATED MULTI-COUNTRY, MULTI-COMPANY MANUFACTURING ERP SOLUTION

OVERVIEW

Maxtube Group focuses on the oil and gas industries and is comprised of four companies: DUOLINE® Technologies, Maxtube LTD, Maxtube Malaysia, and Maxtube Middle East. These companies manufacture, distribute, install, and repair a downhole tubular corrosion solution. More than 100 million feet of DUOLINE® glass reinforced epoxy (GRE) lined tubing has been installed worldwide.

Maxtube Group's unmatched performance has made it the most successful provider of preventative downhole tubular corrosion.

BUSINESS CHALLENGES

When Maxtube Group acquired DUOLINE in 2017, it also inherited the legacy ERP system. The system caused several challenges including a lack of interconnectivity, unnecessary disconnects, and obstacles across the organization. The time was right for a change, and Maxtube looked to Clients First.

"We knew we wanted to move to being cloud-based, and we knew we wanted a partner based in the United States," explains Martin Bremner, Maxtube Group operations director and Duoline president.

"Clients First came up as a potential partner, and they were near our Texas location. They were so thorough in explaining the various systems available and the pros and cons of each. Additionally, they understood the challenges associated with our global presence and our long-term growth plans."

INTEGRATED SOLUTIONS

Clients First was able to provide the personal touch as a local partner with extensive experience traveling and implementing Dynamics 365 Finance and Supply Chain Management globally. This level of international expertise was extremely important as the solution for Maxtube would be implemented in the U.S., Dubai, Malaysia, and the U.K.

"With multiple international locations and several different software solutions in place, Clients First took the time to understand the complexities and challenges of our organization. That, combined with their manufacturing, distribution, and finance expertise, set them apart from other technology partners. They enabled us to confidently choose the solution that best aligned with our long-term goals."

- Martin Bremner, Maxtube Group Operations Director and Duoline President

With a goal to maximize out-of-the-box functionality and deliver rapid time to value, Clients First designed a comprehensive plan to:

- Implement a unified Dynamics 365 Finance and Dynamics 365 Supply Chain Management cloud platform with multi-country and multi-company capabilities
- Reduce the number of disparate systems and disconnected processes and data across the company
- Streamline financial management and reporting
- Create real-time visibility across the organization

The integrated solution was designed to bring Maxtube the advantages of being cloud-based while at the same time provide the scalability for growth. Implemented in phases for five companies with varying base currencies and trading across 15 currencies, Maxtube has powerful functionality within one system, including:

- Finance
- Supply Chain Management
  - Distribution
  - Product Management
  - Manufacturing with Projects, Quality, Planning and Scheduling, and Shop Floor Control

Vastly important to Maxtube was integration to its plant workflow system, and Clients First delivered. Another key improvement was moving from Microsoft Excel-based processes and reporting to real-time purchasing and production status. This becomes even more important for Maxtube since the company manages inventory across nine locations.

"The visibility is something we're starting to see a real benefit from," says Martin.

ONGOING BENEFITS

STANDARDIZED PROCESSES AND INCREASED EFFICIENCIES

Maxtube wanted to decrease overall expenses and improve employee morale with its move to an integrated ERP manufacturing system. With Dynamics 365 Finance and Dynamics 365 Supply Chain Management, Maxtube has achieved that – and more.

"Moving to a cloud-based system that accommodates our multiple companies and multiple currencies has been a game changer for us," says Martin. "It's hard to measure the impact that better functionality, communication, and visibility have had on our organization."

MANUFACTURING EXPERTISE AND MORE

The features and functionality of the software itself is one thing, according to Martin. What set Clients First apart from the competition is their ability to truly understand the system and then refine things to fit Maxtube's needs.

"They brought that to the table, meant it, and executed on it," explains Martin.

INCREASED VISIBILITY, BETTER DECISIONS

Maxtube now has one integrated platform instead of disparate systems that didn't work together. The results are real-time visibility into day-to-day operations and more informed decisions by management. The hard work to get there was worth it.

"With such a large geographical spread, Clients First used a phased approach for our implementation. They traveled to our locations as needed, which helped us achieve our implementation goals," says Martin.

DEDICATED SUPPORT AND SERVICE AROUND THE CLOCK

Maxtube appreciates not only the experience and expertise of the Clients First team, but also the fact they provided support and service 24/7 around the globe.

"We have users spread all over the world and knowing that Clients First is there for us no matter when or where is incredibly valuable to us. We made the right choice," concludes Martin.

The partnership between Maxtube and Clients First continues to grow and flourish as Maxtube expands on the features and functionality offered by Dynamics 365 Finance and Dynamics 365 Supply Chain Management.

"Clients First brought tremendous value to the migration process because of their ERP manufacturing experience and knowledge. They were committed to the timelines we set and accommodated our nine to 10-hour time difference. They continue to be there to support our people and our global operations."
- Martin Bremner

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800.331.8382
www.cfbs-us.com