



# Win Chemicals Ltd.

## Background

Win Chemicals is a privately owned company that manufactures specialty raw material chemicals for the industrial, institutional and retail cleaning markets in Canada and around the world.

As they operate in an industry full of multi-national corporate giants (ie. Akzo Nobel, Huntsman and BASF), they must keep up with increasing industry regulations while also offering value-added technical support services.

Win Chemicals functions as an 'outsourced R&D facility' with skilled chemists on staff who work with customers to develop new formulations.



## Why Minotaur?

Win Chemicals migrated from ACCPAC to Minotaur over 15 years ago when their legacy system was no longer meeting their needs.

Prior to implementing Minotaur ERP, Win was tracking the lot numbers of chemicals manually in spreadsheets.

Win Chemicals wanted to ensure they had full and fast traceability affording them liability protection and saving them precious time that was previously spent maintaining the manual lot control system.

Expansion into the U.S. market also had them searching for an ERP program that was strong in managing foreign currency conversions, both from the purchasing side as well as the shipments and billings to customers in the U.S.

Finally, as a process manufacturer, the critical criteria for Win Chemicals was a system that had a fully-integrated manufacturing module with full inventory control to track lots on raw materials in each lot controlled finished batch.

Minotaur was chosen as the solution that met all the criteria.

"Minotaur helps enable a small company like ours produce chemicals that compete with those from global companies like Akzo Nobel, BASF and Huntsman."

"The amazing system stability has allowed us to keep our customer service level very high enabling us to compete in an environment of corporate giants".

"Minotaur's inventory planning module has been instrumental in helping Win Chemicals drastically reduce our inventory while increasing cash-flow."

## Greg Weeks, General Manager





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## Executive Profile

Greg Weeks, current General Manager, joined the company in 1998 with Minotaur ERP already in place.

As Greg has a science background and was previously an IT Manager for an insurance company, he has a solid understanding of computers and the value of information in helping management make good business decisions.



**Greg Weeks**  
General Manager

He quickly began to appreciate the reporting flexibility Minotaur ERP offered. "It is both feature rich and yet quite flexible for customization." The report writing features allowed Greg to pull the information within the system out in a way he could use to support the company's growth. He has also customized various built in reports using the available tools.

## Would you choose Minotaur again?

Greg reports that Win Chemicals did just that! In 2005, he started a review of the software market to evaluate alternatives. He wanted to know what was available to confirm that their system was up to date and relevant among competitors ensuring Win was set up to best support their growth in international markets.

His final assessment, "nothing came close for the price and value Minotaur offered. Most of the viable competitors with comparable functionality were eight to ten times more expensive than Minotaur ERP." He added that "the success of Minotaur's solution has been further enhanced by their superior technical support. The support team at Minotaur all have longevity and industry experience which we all know is critical in support staff."

## Upgrade Process

When Minotaur announced its current version which is based on the leading edge Microsoft .NET framework in 2007, Win Chemicals was one of the first in line to upgrade.

Minotaur worked with Greg to establish a fully functional test environment that enabled Win Chemicals staff to test all aspects of the upgraded system, including data migration and customization of the new platform. "This provided an avenue to ensure any issues were addressed before going live and gave us absolute confidence in the upgrade conversion".

Given Greg's IT experience he knew this approach was essential to ensure a smooth transition to the new version and the overall success of the project. "Minotaur was very supportive in all aspects of the project and went that extra mile which you don't normally see in small business IT providers".

## The Result

Win went 'live' with the new version of the system in the fall of 2008 with absolutely no problems or issues. Greg was very positive about their implementation and explained Win Chemicals have had excellent results with Minotaur ERP.

Minotaur's inventory planning module has been "instrumental in helping Win Chemicals dramatically reduce our inventory while increasing our cash flow." Stability in the system was important for Win Chemicals and Minotaur delivered "allowing us to keep our customer service level very high."

## Greg's Conclusion

**"The Minotaur ERP system helps small companies like ours produce chemicals that compete with those from global companies like Akzo Nobel, BASF and Huntsman. Competing with these types of firms would have been virtually impossible without employing a world class solution like Minotaur."**