

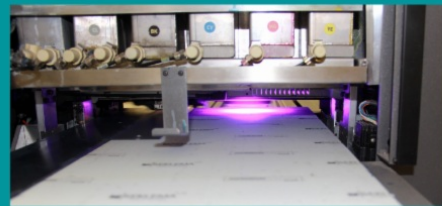
2021 NEWSLETTER

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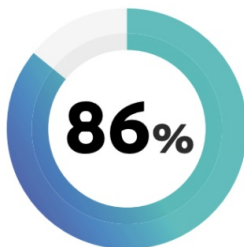
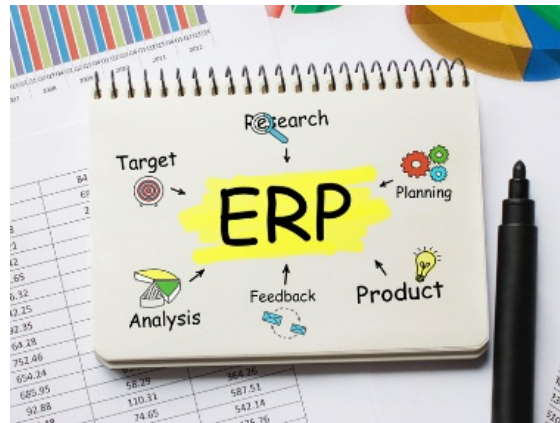


It looks like this fall will be busy. We hope that you will join us for an event or two in the near future. The GLBMA has rolled out our Industry 4.0 readiness survey and will wrap up this step of our grant by the end of the month. Then look for our Webinar series and Round Tables providing you with more Industry 4.0 information. Speaking of Industry 4.0, have you completed the MEDC assessment provided by MMTTC? Time is running out to get your personalized report on what node of Industry 4.0 can help you. See below for more details on this program and others.

FEATURE ARTICLE



Five Reasons Why Integrating eCommerce with ERP is good for your customers and your business



86% of B2B executives prefer to reorder using self-service tools rather than talk to a sales rep.³

By human element

You know integrating your eCommerce platform with your ERP system is important.

After all, for most consumer packaged goods (CPG) manufacturers, the enterprise resource planning system acts as a “single source of truth.” If your eCommerce platform and ERP system

don't talk to each other, everything gets harder. Your eCommerce platform may not have the latest seasonal product catalog or price list. Keeping your inventory records up to date becomes extremely time-consuming. Worst case, you'll oversell your inventory and find your most popular products out of stock.

If you're an omni-channel business, integrating eCommerce and ERP matters even more. Your customers need to see the same prices, promotions, payment options, and so on whether they're buying online, at the store, or somewhere else. And your eCommerce platform needs real-time visibility into fulfillment and shipping information stored in the ERP system, so customers can see what's happening with their orders.

Yet sometimes companies put off this integration, either to manage costs or simply because they're busy. They often regret that choice later on. Delaying the integration of eCommerce and ERP can make it exponentially harder—and more expensive—to integrate them in the future. And it can stifle your growth.

This article from Adobe highlights the five top reasons to integrate eCommerce with ERP right now.

1. Give customers near-real-time visibility into inventory levels

ERP systems contain transactional data such as the items purchased, time, place, prices, item descriptions, customer info, payment methods, and shipping methods used in any given sale. This information is used to make projections, create financial reports, resupply inventory, etc. And eCommerce typically relies on inventory data stored in ERP to determine if products are available.

When eCommerce and ERP systems don't communicate, batch uploads happen every night—or, worse, a full-time person enters data into ERP manually, often one order at a time. Perhaps new orders are loaded into the ERP system, and changes to inventory levels and pricing are communicated to the eCommerce system. Either way, both systems operate for long periods of time with potentially outdated information. The eCommerce platform may list a product as available when it's really out of stock. The ERP system may not trigger a necessary request for more products. And any failed upload may lead to eCommerce and ERP systems falling further out of sync.

When you integrate eCommerce and ERP systems, you let both platforms run with near-real-time data. You no longer have to manage batch processes or single orders by hand. Your online customers, meanwhile, get a more accurate picture of which products are available. They can see where inventory is available and how much product is left in each location, which helps them make better buying decisions.

2. Manage inventory costs and resupply

When a customer places an order and the order makes its way into the back office, it triggers numerous processes in the ERP system. These may include accounting, shipping, inventory reporting, and more. ERP systems may use inventory data to set manufacturing targets or to order new supplies automatically.

When inventory information does not reach the ERP system quickly, it's harder to manage inventory. You may need to hold onto more products as a buffer to account for this lag and to reduce the risk of an order inventory mismatch.

When eCommerce and ERP systems are integrated, transactions are immediately visible to the ERP system. Inventory can be managed on a real-time basis and you can store fewer products.

3. Reduce "WISMO" calls

ERP systems often initiate order shipping and fulfillment. This information is critical for your customers, who need to know when their orders will be delivered. If your ERP system doesn't flow this information to your eCommerce platform in real-time, then your customers won't be able to track their orders online, whether they bought from your web store, a retail outlet, or one of your warehouses.

If customers are unsure where their orders are, they will probably call customer service. These "where is my order" (WISMO) calls can be time-consuming to field. And they can be frustrating for everyone if your customer service team also doesn't have real-time access to the shipping and fulfillment data from your ERP system.

Integrating eCommerce and ERP systems means your eCommerce platform can get instant access to ERP information. You can give your customers a window into what's happening with their orders, whether they bought online or from another channel. You can also use this information to send push notifications with updates on shipping status and delivery dates.

The bottom line? You and your customers will know where all shipments are at all times. And WISMO calls will go way down.

4. Allow self-service account management

Your ERP system may store all kinds of data about your customers, including transaction history and invoices, payment terms, and purchasing trends across all channels. Your customers want to see this data. Wholesale buyers usually call their account reps, who typically have to piece this information together from the ERP and eCommerce systems. Retail buyers may not get any of this information.

If your ERP and eCommerce platforms are connected, you can give all your customers a complete view of their accounts online. They'll be able to see and manage all bills, payments, and returns across channels. Wholesale buyers will be able to use historical data to run their own reports. Meanwhile, your account reps will be able to spend more time driving new sales.

5. Simplify compliance with cross-border and local taxes

Many ERP systems have a built-in tax engine that is used for sales that happen within the eCommerce platform. Some also build in special tax rates and exemptions for particular customers. This is especially common for wholesale customers who may be depending on their supply chain, be eligible for refunds of some value-added taxes (VAT).

When you integrate eCommerce with ERP, you can apply tax rates and customer-specific rules from your existing ERP tax engine to your eCommerce sales.

You store tax information in only one place, which eliminates the need to synchronize data and improves compliance with local and regional regulations. It also helps ensure that your customers pay the taxes they owe— and no more.

Sources

1 "A Call To Action For Manufacturers To Drive Greater Customer Experience Through Modern ERP," Epicor, January 2014.

2 Panorama Consulting Solutions, 2017.

3 <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/findingthe-right-digital-balance-in-b2b-customer-experienceyears-to-come.e>.

GLBMA MONTHLY HIGHLIGHTS



Michigan Works! presents Going PRO sessions

Join us Wednesday, September 1 from 8:00 to 9:30 am for our Going PRO informational session. This session is open to all members. The session will cover the grant guidelines, process, and any updates from the past program.

Going **PRO**
IN MICHIGAN

Be sure to send your HR rep and start working on your training plan. [Download the MMTC approved class list flyer](#) to get started today.

Register to Attend!



CAMC meets GLBMA

Tanya Blehm, manager of the GLBMA meets the new executive director, Cindy Kangas, of the Capital Area Manufacturing Council (CAMC).

We look forward to a continued friendship and partnering with the CAMC in the future.

GLBMA Industry 4.0 Readiness Survey

The GLBMA and regional partners need 15 minutes of your time. We are in need of small to medium-sized manufacturers to complete our survey about your knowledge of Industry 4.0. This survey will help the MEDC gauge how much development and implementation has taken place within our region. GLBMA manufacturing members that complete the survey will be entered in a drawing to win a company treat day. Treat day consist of a day the GLBMA will show up with a treat for your employees. Treats can be selected from the following items: homemade cookies, ice cream bars, or veggie cocktail.

Take Survey Now!

MEMBER SPOTLIGHT

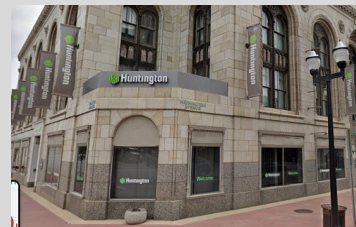


The GLBMA will be highlighting one manufacturer and one associate member each month. We want everyone to know about all the wonderful opportunities in the region.



Bay Carbon

Bay Carbon, Inc. is a leading independently owned manufacturer of Silicon Carbide Coated Graphite, Precision Machined High Purity Graphite focusing on the Silicon,



Huntington Bank

Huntington is a full-service banking provider primarily operating across an eleven-state banking franchise of Ohio, Colorado, Illinois, Indiana, Kentucky, Michigan, Minnesota,

Solar Silicon, CMOS & MOCVP areas of semiconductor manufacturing. We also provide a complete line of High Purity Laboratory Graphite and Graphite Powders for use in Industry and Academia.

Pennsylvania, South Dakota, and West Virginia. Our “Welcome” philosophy centers around deep relationship-building capabilities to best meet each customer’s specific needs. We serve our customers through a banking network of over 1,100 full-service branches, including 11 Private Client Group offices, and over 1,700 ATM locations. Huntington Banc shares Incorporated provides: Full-service commercial, small business, and consumer banking services, Mortgage banking services, Treasury management and foreign exchange services, Equipment leasing, Wealth and investment management services, Trust services, Brokerage services, and Customized insurance brokerage and service programs.

PARTNER NEWS



Amigo Purchases AeroTow

Family-owned business Amigo Mobility started in 1968 with the introduction of the first motorized mobility cart for people with walking disabilities. Over the last five decades, the Michigan manufacturer has grown into a variety of markets in addition to healthcare – motorized shopping carts for grocery stores, material handling carts for industrial facilities, and specialized transport chairs for hospitals.

The newest addition to their line up of products is an electric aircraft tug line for general aviation pilots to use while moving their planes, which came from the acquisition of the company AeroTow. [Read the complete Press Release here.](#)



CreatorsWanted? Join the MFG Day movement

Over the next decade, 4 million manufacturing jobs will need to be filled in the US. We’re joining the movement to fill the #skillsgap and inspire the future workforce by hosting an #MFGDay21 event! Register today: creatorswanted.org/find-events/

Planning an MFG Day event? Please register your event as requested above and let us know here at the GLBMA office so we can add it to our calendar of events. We are proud to say that Michigan Manufacturers host more events than every other state except California. We would like to beat California this year and be the top state, so please register your event whether it be a plant tour or a speaking engagement.

If you would like to host high school students or speak in a local classroom, please reach to the GLBMA office and we can help coordinate this effort for you. 989-964-2881 or tlblehm@svsu.edu. #MFGDay2021 #NAMpage #GLBMAMFGDAY21

The PRIME program is expanding!



Due to the demand for 17 additional PRIME schools in the state of Michigan over the next several years, SME is looking to hire three additional consultants. Should you know of someone that meets the qualifications and would like to work two days in Southfield and three days from home. Please share the attached job description and encourage them to apply. Former manufacturing trainers and industrial arts teachers are encouraged to apply. [Download the job description here.](#)



stemFORWARD Intern Program

Michigan colleges produce exceptional talent, perfect for the state's large number of innovative, growing companies. By participating in the STEM Forward internship program, companies can review resumes from the state's top young talent. Financial assistance for qualifying companies is available. [Get complete details here](#) and FAQ sheet.

Save The Date!
CENTRAL MICHIGAN MANUFACTURER'S ASSOCIATION'S
2021 ANNUAL BLOCK PARTY

Industry 4.0 Technology Showcase & Par 3 Golf Tournament

LOCATION:
Buck's Run, Mt. Pleasant

DATE:
September 15, 2021

TIMING:
Students
8:00 - 11:30
Manufacturers & Guests
Noon - 5:30

Demonstration and Training Equipment will be featured. Four-Person Teams competing for the championship on the beautiful Island Par 3 course. Students from around the region will attend in the morning to hear presentations and get exposed to the demonstration and training equipment.

CMMA
CENTRAL MICHIGAN MANUFACTURER'S ASSOCIATION
ISABELLA BANK

Please plan to join us on September 15, 2021!

We will share the event details soon.

As a manufacturing member of the GLBMA, you are invited to attend this event under our reciprocating agreement with the CMMA.



MMA News Updates

Check out the latest issue of the [MiMfg Magazine](#).

There is still time - Is Your Product the Coolest? or Nominate someone for an MFG Excellence Award

From household staples to life-improving machinery, the MMA's "Coolest Thing Made in Michigan" recognizes exceptional Michigan-made products. This People's Choice Award contest works to build excitement about manufacturing and about Michigan-made products.

Do you think your company is making this year's "Coolest Thing Made in Michigan"?

How Does It Work?

Nominate your Michigan-made product at coolestthing.mimfg.org by Friday, 8/20/21. Once nominations are in, a people's choice vote determines the Top 10 coolest products. Round two voting has Michigan-made products competing for the title of "Coolest" until a final winner is determined and recognized this fall at the annual MFG Excellence Awards.

Spread the Word and Help Recognize Manufacturing's Very Best

In the face of uncertainty, manufacturers never hesitated to stand up to the challenge and do what they do best — help us spread the word and recognize industry's by spreading the word via social media with the sample posts and images below.

And don't forget to [nominate a deserving company or respected individual](#) that exemplifies excellence in manufacturing and in their community by Friday, 8/20/21!

Join the MMA in Lansing for Legislative Day

Get "hands-on" lobbying experience, connect with key policymakers and learn about MMA's efforts to develop a pro-manufacturing economy during MMA's annual Capitol event in September. [Click for complete details and the registration link.](#)

Interested in sponsorship?

Check out the [available sponsorship opportunities](#) and contact MMA's Ashley Wakefield, at 517-487-8523 or wakefield@mimfg.org, to discuss the best investment for your brand.

CURRENT EVENTS



August

19 Quality SIG Meeting
24 Coffee Clutch

September

1 Going PRO Informational Session
15 CMMA Event
21 Coffee Clutch
30 109th Annual Meeting Dinner
w/Entertainment

October

1 National MFG Day
21 Quality SIG Meeting
26 Coffee Clutch

November

30 Coffee Clutch

December

16 Quality SIG Meeting

QUALITY SIG



Our next Quality Special Interest Group Meeting

Topic: Hiring Quality Employees

The Quality Special Interest Group (SIG) is a professionally facilitated group of the Great Lakes Bay Manufacturers Association (GLBMA). This SIG focuses on providing a forum to discuss and review quality systems, validate the need, and

Date: Thursday, August 19, 2021

Time: 8:00 am to 9:30 am

Location: Blended - TEAMS Meeting or in-person at SVSU - CCB313A
(link provided one week prior to the meeting)

Register Link: [Click to register now!](#)

discuss industry updates, new regulations. It will also serve as a place where Quality employees can discuss issues in a confidential setting.

MFG CHAMPIONS

Learn how to become an MFG Champion!
Support the GLBMA for years to come.
Call Tanya at 989-964-2881 or email tblehm@svsu.edu



design build • general construction • construction management

Thank you to our MFG Champions!

If you want to become an MFG Champion, please contact Tanya at the GLBMA office for more details. (989)964-2881.



Proud to Manufacture

