

EP HENRY:

Undertaking a Major IT Overhaul with Cortrucent Technologies

SUMMARY

- EP Henry, a hardscaping and cement block material manufacturing company, was running on outdated hardware and insecure software and urgently needed a complete, strategic overhaul of their IT.
- They needed a strategic technology partner that went well beyond maintenance and ticket resolution to help leadership better understand, connect, and leverage the most successful parts of the business.
- Cortrucent Technologies was brought in to reconfigure their hardware, implement secure new systems, develop a data analytics platform, align departments, and enhance innovation – all while reducing costs.

ABOUT EP HENRY

EP Henry is a hardscaping and cement block material manufacturing company. The 117-year-old family business began and is based in New Jersey. Inspired by decorative concrete pavers in Europe, founder JC Henry was among the first to bring the techniques, building manufacturing, and automation to the US for hardscaping products. Focusing on customer service and education, the business has grown significantly and remains in the family. Today, EP Henry operates seven locations and three manufacturing plants, working with distributors to create beautiful outdoor living spaces.

EP HENRY®

THE CHALLENGE:

Rebuilding IT Infrastructure from Scratch

While EP Henry products were growing in popularity, their hardware and software were stuck in the past. The company was running on decade-old computers and working with an unreliable Managed IT Services Provider, leading to slow processing times, and company-wide downtime. Their software was insecure and siloed, creating unnecessary liability, and leaving sales, marketing, and manufacturing teams using estimates to determine sales trends and production schedules.

A comprehensive solution needed to be implemented quickly to rebuild trust in an IT department that had been worn down. EP Henry was looking for a technical partner that could modernize, secure, and stabilize their systems, and update their IT infrastructure from the ground up. They also needed a team with vision that could demonstrate the role of IT as a strategic, profit-driving engine in the business.

Cortrucent brought a unique lens, technical expertise, and a strategic edge to help EP Henry get back on track and transform their IT department into a crucial business enabler and driver.



THE SOLUTION:

Cortrucent-led Strategy and MSP Delivery

Cortrucent's approach is grounded in data. To determine opportunities with the highest impact, they designed a strategic and financial Total Cost of Ownership (TCO) model to fully understand the cost of technology and impact on the business. When comparing the cost of repair technicians and employee downtime to the cost of replacing the machines, the TCO showed that upgraded machines would reduce costs by 3-5X.

With clear results, the budget and new direction were approved but the massive undertaking required a technology partner to lead the work. Cortrucent provided that leadership, leveraging the TCO model, determining the necessary equipment, designing a roll out plan, and managing the project through implementation.

Since the roll out, access to better and faster machines has decreased downtime and increased productivity. Team members enjoy faster load time, better tools to complete their work, and the ability to access help immediately with remote support on their desktop.

The manufacturing plants were in a similar state, running on dated hardware, with critical infrastructure and lines left unprotected. After the office software and hardware update was complete, the team shifted focus to upgrade manufacturing equipment. With a stable and secure baseline in place, EP Henry was positioned to use technology to drive business results.



THE ADVANTAGE:

Custom Data Analytics

After updating and upgrading the legacy systems, Cortrucent had capacity to launch more innovative initiatives to benefit the company, including data analytics.

Before Cortrucent, lengthy reports with the order books and manufacturing logs were reviewed manually for relevant information. These dated reports were the sole source of guidance for determining product splits and production schedules. Cortrucent built new analytics dashboard systems with connected data that allowed management to see more accurate numbers in real time.

The first solutions were simple integrations between data dictionaries, Excel spreadsheets and pivot tables. The Office 365 software upgrades made automatically refreshing and manipulating the data easy and enhanced EP Henry's ability to identify problem and success areas. The data was then connected to Salesforce using a custom integration, giving the sales team

deeper customer performance insights. The data mapping incorporated SAP business objects, ensuring high level and detailed reports could be made, from full product categories down to individual product codes.

With Cortrucent's tailor-made solutions, precise, up-to-date data was updated automatically and available at the click of a button. The analytics transformed EP Henry's approach to marketing, sales, production, and manufacturing. New systems have led to discovering new efficiencies in manufacturing and an increase in conversions while only spending 1/5 of the previous Google AdWords budget. The impact has also been felt by EP Henry's distributors, who can take advantage of better data and insights on product sales, trends and orders.

"Once we connected the systems and had access to real time data on the business, we found some very interesting insights on how EPHenry could improve manufacturing, operations, marketing, and sales. Which proved absolutely vital and timely for peak Pandemic driven demand."

— Jared Snyder, Director of Analytics at Cortrucent

THE OUTCOME:

Enhanced Security and Productivity:

With modern hardware, secure software, and 24/7 support from Cortrucent, the company has lowered their risk level and enhanced their business. Now, the EP Henry team was able to work to their full potential, enhancing operating efficiencies and freeing up time and resources for customer relations and more strategic business objectives.



Business Alignment:

Stronger systems with customized integrations ensure sales and marketing outcomes can directly impact production schedules and maximize manufacturing, revenue and customer goals.



Data-informed Strategy:

Proven, expert systems implemented by Cortrucent has transformed how EPHenry does business. The systems are simple to use and offer up-to-the-minute data on product performance, sales, and marketing, so leadership can make informed decisions and set more strategic roadmaps to grow profitability, expand the business and drive business innovation.



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The biggest impact has been our approach to innovation and driving business value. That has completely transformed in the last two years. Such a dramatic change would not have been effected without Cortrucent in the mix.

— Eric Long, President of EP Henry

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ABOUT CORTRUCENT

Strategy, innovation and vision starts with Cortrucent Technologies CIOs, CTOs, and CISOs performing a deep dive into your organization to fully understand your business and how it operates. Cortrucent Technologies team offers extensive experience and knowledge in your industry and how industry specific technology solutions can help you grow your business. The team has 25+ years' experience in healthcare, retail, manufacturing, distribution, construction, and non-profit. Every Cortrucent Technologies team member is a critical piece of our operations in order to provide the best experience to our clients.

Work with Cortrucent to drive innovation and see how IT and Tech can become more than the cost of doing business and transform these departments into profit support centers.



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