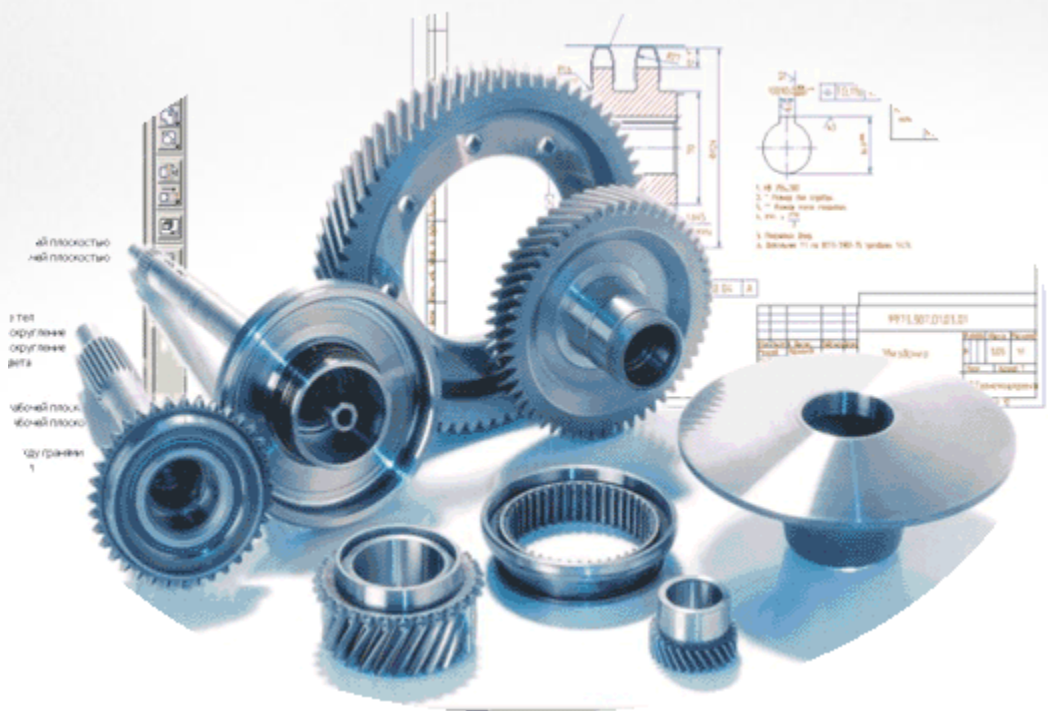




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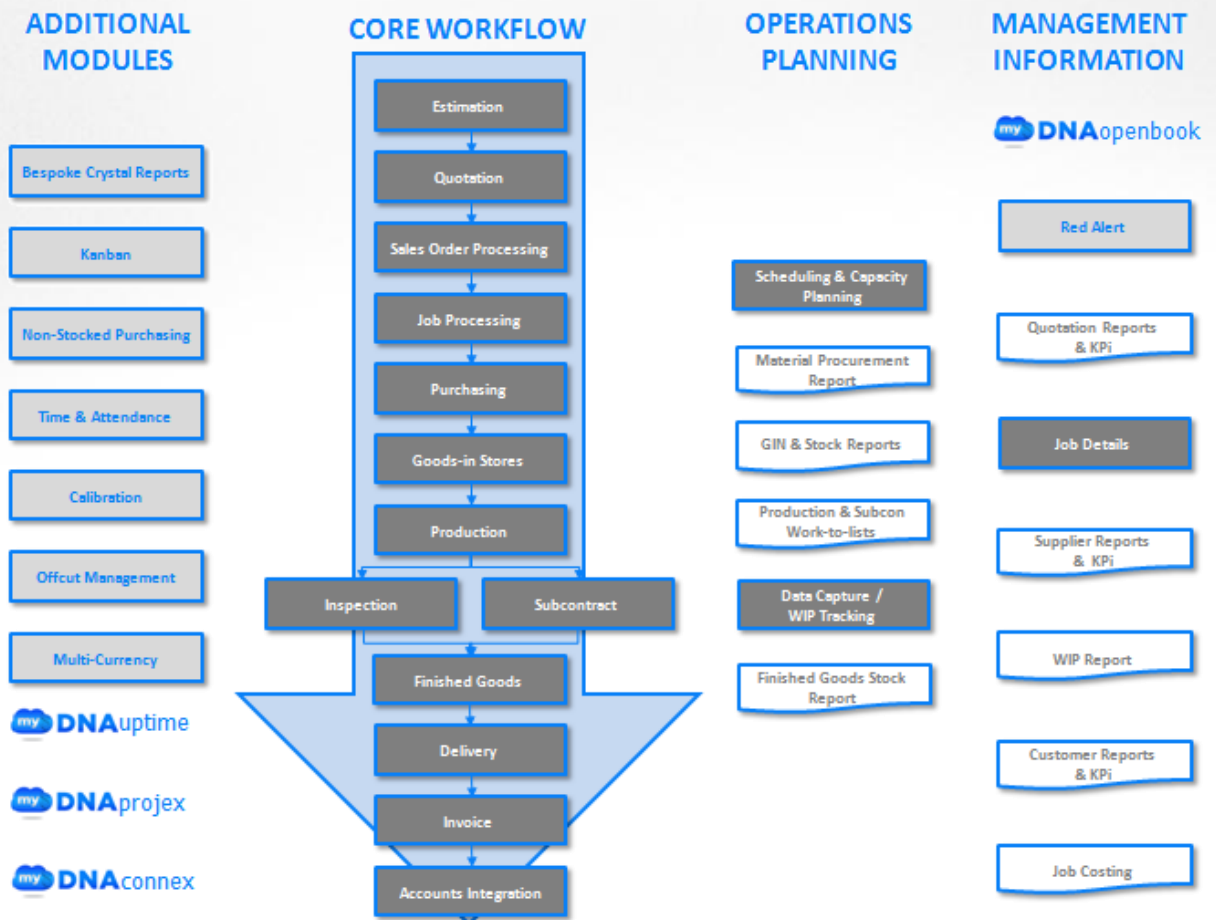
## BUILDING BLOCKS FOR MANUFACTURING EXCELLENCE

# ORACLE®



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**DNAredthorn** is the market leading solution provider to advanced engineering subcontractors and has been supporting global engineering companies improve business performance for more than **25 years**, making significant bottom line impact for companies serving aerospace and defence, automotive, nuclear, oil & gas, medical, electronics, white & yellow goods and commercial engineering sectors.



Our software and services have been designed and developed by engineers for engineers – we understand the requirements of your sector and the challenges you face in the supply chain. We support advanced engineering PLC's such as Eurocopter and Bodycote and tier 2 / 3 SME companies such as Bromford Industries, John Huddleston Engineering and Aeromet. Our software supports the global supply chains of Boeing, Airbus, Rolls Royce, BAE Systems, JCB, Caterpillar, Komatsu, Volvo and GKN through its fully integrated solutions.

With over 3000 global users **DNAredthorn** is recognised as the global market leader for advanced engineering subcontractors with revenues of £5m-£30m and 15+ users. Prices start from as low as £15,000 depending upon number of users, training days, configuration and bespoke customisation requirements .

**ORACLE**<sup>®</sup>

**DNAredthorn** is an Oracle based manufacturing planning & control system designed and supported in the UK with an offshore software development centre based in Wuhan, China to offer our clients best value for money and rapid turnaround on customised developments. Our ability to react to your needs and develop low cost solutions sets us how we stay one step ahead of the competition.....it is also how we help to differentiate your business.

**DNAredthorn** enables organisations to optimise the planning and operation of their company's commercial and production processes whilst fully conforming to ISO9001 / AS9100 & customer quality approval documentation requirements.

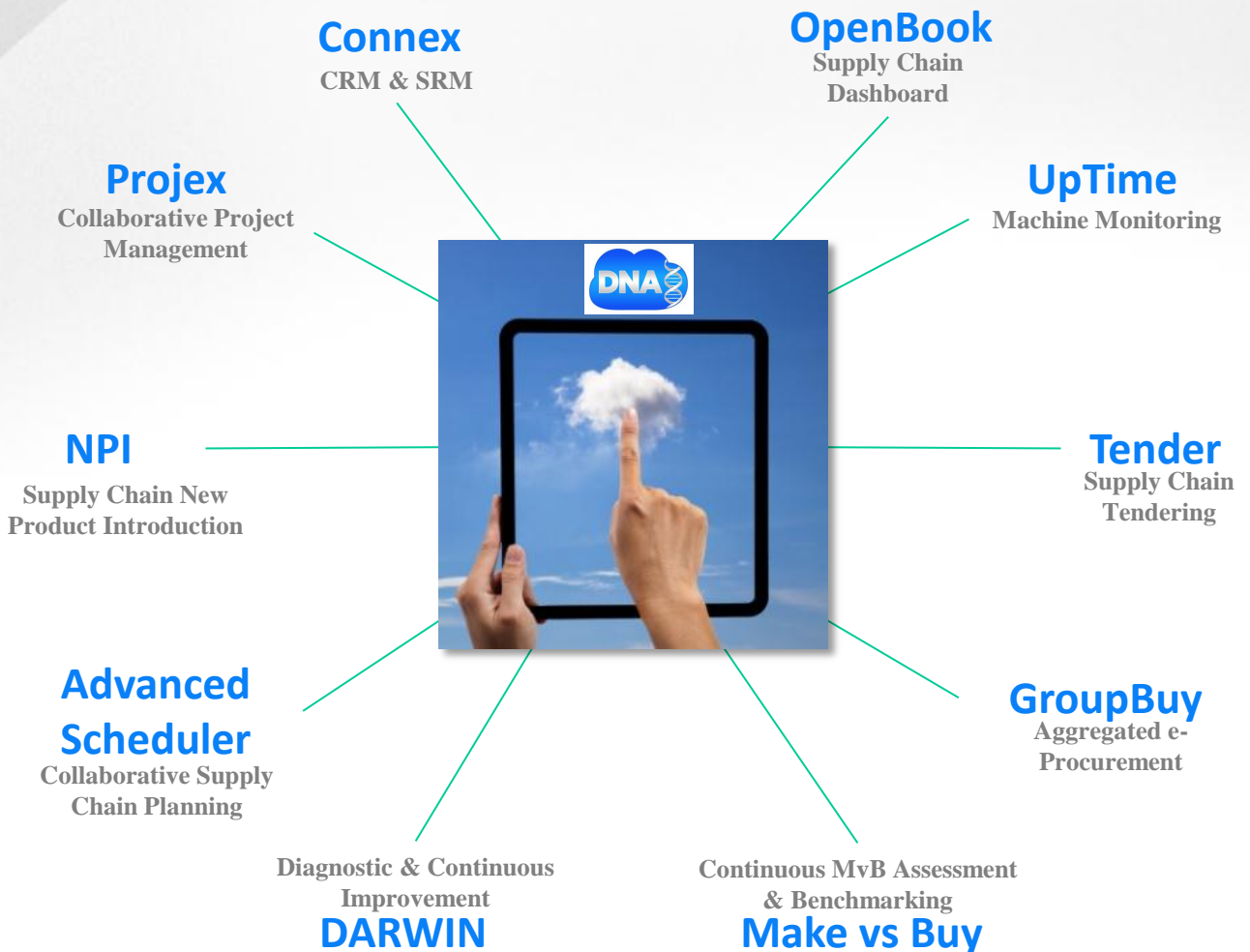
**DNAredthorn** fully supports the specific requirements of a subcontract engineering businesses – job costing & margin analysis capacity planning, shopfloor loading, customer service and performance management.

#### **4 Unique Selling Points and why we are market leaders**

- Partnership with OEMs, Universities, Industry Associations and European Funding Bodies to drive sector focused innovation and ensure that our software and services remain at the forefront in supply chain excellence.
- Unique combination of consultancy and training services targeted at advanced engineering companies.
- Only advanced engineering solution provider that has an integrated off-shore software development facility to rapidly develop customised software at minimum cost.
- Innovative cloud based applications that fully integrate with the central **DNAredthorn** system.

## Cloud applications integrated with DNAredthorn

Accessible through all mobile devices **DNAredthorn** provides global connectivity with all stakeholders – managers, customers and suppliers.



**DNAredthorn** has a built-in standard library of links to most engineering OEMs, for example Airbus sub-contractors can automatically receive Airbus schedules and return electronic delivery notes and invoices. These standard EDI's drastically reduce manual data input and remove any element of incorrect input of critical information. Companies previously entering customer order schedules over a number of days can now load them in minutes.

**DNAredthorn** offers innovative cloud-based performance management dashboards and automated reporting tools that provide dynamic businesses information to executive leaders and management, business support and production staff, customers and suppliers.



We are passionate about making sure that important information is available to key decision makers at the right time to ensure that internal operations and upstream / downstream product and information flows are optimised.



## DNAREDTHORN Modules

### Sales Order Processing

- Delivery documents and invoicing
- Estimating and quotations
- Free-type and pro-forma invoicing
- Group and stage invoicing
- Standard and contract costing
- Delivery performance and job enquiry
- WIP plus management reports
- Direct Sales
- Contract Review

### Production

- Shop Floor Data Capture
- Tooling Management

### Engineering

- CAD / CAM Interchange
- Document Management
- Configuration Management

### Stock Control - Products and Materials

- Vendor Rating
- Bonded Stores
- Material Procurement
- Stock Valuations
- Expansive Traceability
- Stock Assignment
- Wireless Material Allocation (Including Parts)

### Labour Processing

- Employee Database
- Timesheets and Labour Booking
- Operation Analysis
- Multiple Routing
- Productivity and Lost Time Reporting
- Labour and Machine Cost Analysis
- Job Tracking and Costing

### Customer Relationship Management

- Electronic Data Interchange (EDI)
- CRM (Customer Relationship Management)
- Account Management

### Capacity Planning and Scheduling

- Gantt Chart
- Machine Management
- Machine Efficiencies, Capacities, Availability
- Multiple Machine Centres
- Machine Calendar
- Detailed Reporting
- Forward Planning and Finite Scheduling

### Purchase Order Processing

- Material traceability
- Purchase order generation
- Invoice matching
- Sub contract purchasing
- Goods inward
- Alternative suppliers
- Aerospace supplier approvals
- Non Stock Purchasing
- Batch Purchase Generation
- e-procurement (Web Aggregated Purchasing)

### Quality

- Inspection and Calibration
- Critical Dimensions and Inspection Records

### Financials

- Data Import Facility
- Integrated Financials
- Sage Financials Integration
- Multi Currency (Sales and Purchasing)

### Logistics

- Vendor Managed Inventory (VMI)
- Pallet Location and Tracking

### Reporting & Customised Documents

- Open database / report writing
- Oracle Discoverer
- OLAP Cube Functionality
- RedALERT Messenger (Event driven email)
- Document Layout Facility

## Why DNAredthorn?

Our promise to clients is that **DNAredthorn** will enable them to embed best practice processes that will unlock scalable growth and business excellence through:

- **People** – resource planning & optimisation, skills development & performance management
- **Plant** – preventative maintenance & integrated machine monitoring system
- **Process** – streamlined quality processes to ISO 9001 / AS9100 best practices
- **Planning** – capacity management, automated work-to-lists and supply chain management
- **Project Management** – coordinating industrialisation through to continuous improvement
- **Programme Management** – rate readiness and new product introduction
- **Partners** – integrated customer / supplier relationship and performance management
- **Productivity** – instant visibility of overall equipment effectiveness and resource management
- **Profitability** – integrated job costing and margin analysis
- **Performance** – automated KPI for Safety, Quality, Cost, Delivery and People plus many more





## DNAREDTHORN Benefits

### Simple to Implement

- easy to get started with set-up wizard providing a step by step 'idiots guide'
- 24/7 'chat room' on-line technical support
- scalable implementation from set-up, basic, intermediate, advance and professional

### Customisable system

- best practice business processes aligned to your business workflow, constraints, reporting scorecards etc.
- designed to be configured to your DNA - with implementation phases from Set-up to Professional
- favourites and shortcuts configured to each user – you will only see what you use

### Sustain Disciplined Processes

- data formats & disciplines optimise system functionality however it flexibility retained through customisation menu
- data can be easily imported to minimise manual data input with integrity checks to ensure format is correct
- the system has several data integrity alerts to ensure system is being optimised

### Enable Controlled Growth

- disciplined user control – covering areas such as administration rights, spend limits and engineering control
- capacity planning functionality allows you to identify any bottlenecks in advance
- data integrity alerts

### Optimise Cost Control

- direct labour costs reduced by maximising resource utilisation and better resource planning
- raw material & subcontract costs reduced through more controlled supplier management processes
- reduced cap-ex costs from better utilised existing equipment capacity before making unnecessary investments

### 'Plan what can be planned'

- flexibility to manage unplanned 'quick turnaround' orders with minimal system planning and simple for continuous status updating and rescheduling
- detailed closed loop planning feedback for regular steady state jobs
- rough cut and detailed capacity analysis providing visibility of resource constraints that enable proactive planning and rescheduling whilst optimising resource utilisation

### Embed Quality Assurance and Control

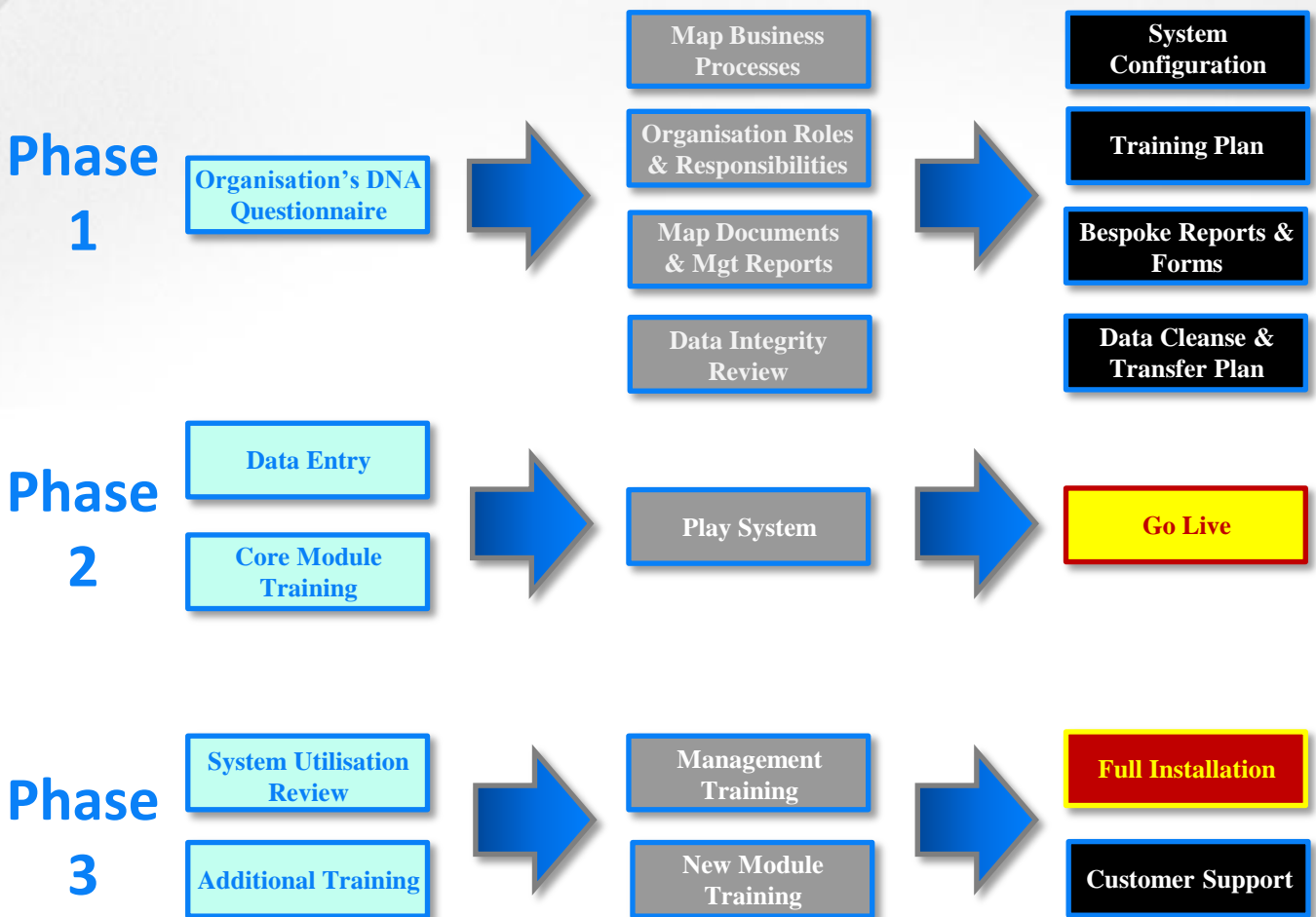
- automated equipment calibration database
- integrated supplier register
- non-conformance management including internal and external reject management and root cause analysis
- internal / external audit schedule planning



## Implementation Process

### Project Management

Each installation is managed by a customer project manager. This ensures a structured project plan is drawn up including all implementation and training requirements. Key dates and deliverables are agreed in order to ensure the project is both on time and on budget.



### Training

Experienced consultants and trainers deliver our certified training plans to the end user. This ensures the user quickly sees a measurable improvement in the business process.

Our approach, based on **25 years** of experience, ensures a successful implementation time and time again.

## Customer Support

**DNAREDTHORN** works hard to build close, long-term relationships with its customers. When you purchase an IT solution from us, you buy-in to a partnership with our dedicated team who work to ensure you achieve maximum return on your investment with us.

**DNAREDTHORN** is backed by a well established infrastructure managed by highly trained specialists. **DNAREDTHORN** offers support via the phone, by fax, e-mail, modem, Internet (web support forum) or on-site.

At **DNAREDTHORN** we take great pride in the reputation we have developed for excellence in customer service and satisfaction. The **DNAREDTHORN** Global Support team provide a variety of services to help you fully integrate your new ERP software into your business processes.



Our team can assist you with the implementation and use of your software by evaluating your business and helping you match the software's capabilities to your company's operations. Through their skilled assistance with system reviews, management training and process re-engineering, our customer support team can help you increase your return on your software investment.

The company also offers full hardware technical support. Join the growing list of global advanced engineering companies who are happy to depend on us.

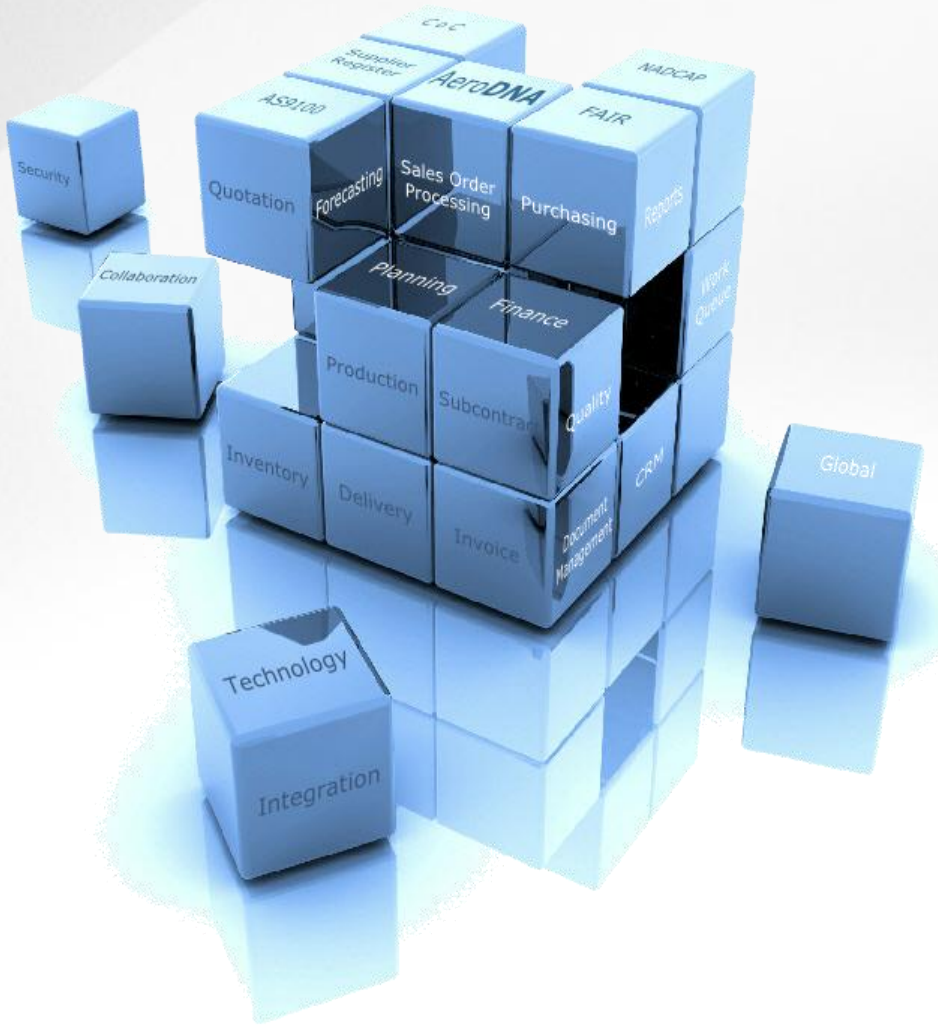
### Services:

- *Support hotline*
- *Internet knowledge base*
- *User groups*
- *Workshops and seminars*
- *Business Process Mapping*
- *Web Forum and Newsletters*





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