

Case Study: Bray International, Inc.



Bray International, Inc. was founded in 1986 with the goal to establish itself as The High Performance Company in valve production. Since its inception, Bray International has expanded worldwide into multiple countries and improved the depth of their product line through acquisitions of companies such as Flow-Tek, RitePro Inc. and Ultraflo. Bray International's two other divisions, Bray Controls and Bray Commercial, along with its subsidiaries provide high performance valves to a number of industries including: Beverage, Chemical, Food Processing and Nuclear Power. Today, Bray International continues to be a leader in the butterfly valve and control market worldwide.

Global Challenge

Bray International's biggest credit and collections challenges stemmed from its global status and multiple locations worldwide. Collecting money across these locations meant dealing with 10 languages, 20 currencies and 60 ERP databases from 7 disparate ERP vendors.

In order to improve visibility across multiple business units and consolidate reporting. Bray required a platform capable of centralizing their collections processes and most importantly must handle multiple business units, currencies and languages, plus support business logic localization throughout the world without the need for expensive on site consultants.

Solution

Bray chose Cforia because of its ability to seamlessly integrate across multiple platforms without having to maintain manual consolidations and spreadsheets. Despite the complexity of this project, Cforia integrated with 60 ERP systems operating in 20 countries in just 15 weeks.

The key for any A/R Department is having timely data that is refreshed on a daily basis. Bray needed a system that supports their follow-the-sun business model without nightly batch outages. Cforia's data integrations update Bray's database without any down time.

Cforia Software jump started the international roll-out with one week train-the-trainer workshop held in the United States. Bray's Trainer rolled the system out internationally by holding similar one week training workshops in each of their geographic regions. During each one week training workshop, Bray's Trainer was able to walk the local users through setup of the system to meet their localization requirements including languages, currencies and adaptation to local business requirements.

The Cforia system is easy to understand and was immediately embraced by not only the international accounting staff but more surprisingly, by General Managers who never had this type of visibility and reporting access before.



"Bray International believes that we will continue making acquisitions and opening new offices around the world. Cforia Software allows Bray to quickly and seamlessly integrate each acquired entity into our worldwide A/R collections and reporting process."

*Donna Driver, Senior Financial Analyst
Bray International, Inc.*

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Key Features of the Solution are:

- Works across 60 ERP instances from 7 disparate vendors.
- Software deployed in 20 countries including The Americas, Europe, India, Australia, Vietnam and China
- Handles 15 currencies and 10 languages in one Cforia instance
- Supports uninterrupted 24 X 7 follow-the-sun operations
- Supports global localization by allowing local users to setup correspondence that reflects their language and invoice currency for letters, statements, etc.
- Easy to use Report Writer that allows A/R Departments to setup their own reports without reliance on overburdened IT staff
- Consolidates worldwide A/R reporting and controls
- Dramatically increases Shared Service Center productivity as measured by customer touches and improved A/R metrics
- Global view of Parent/Child customers across multiple locations

Key Benefits of this project include:

- Reduced corporate DSO by 2.1 days within 4 months after Go-Live
- Each day DSO reduction increased cash flow by 7 figures
- Increased Shared Services Center productivity through prioritized and efficient workflows that by design maximize cash flow
- System provides visibility across all ERP systems, countries, languages and currencies without spreadsheets and manual consolidation
- Rapid integration of newly acquired companies
- Continuous database refresh supports follow-the-sun deployment

About Cforia Software

Cforia Software is a global company that provides leading Order to Cash Automation that is used to manage over \$200 Billion in yearly A/R. Our rapid growth is driven by superior technology that includes near real-time integration across multiple ERP systems, currencies, languages and business units.

Cforia Data Integration Connectors facilitate rapid real-time integration within your corporation's existing IT infrastructure including ERP systems, document imaging, third party credit data, email and facsimile servers. Pre-packaged data integration connectors greatly shorten project timing and risk by avoiding custom data integration.



"Cforia Software supports Bray's rigorous worldwide requirements. They allow us to stay operational 24/7 in our follow-the-sun enterprise without having a batch outage window in any region. Total Cost of Ownership is low, because our local business users are able to setup their country specific languages, currencies and collection rules themselves."

*Donna Driver, Senior Financial Analyst
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