

# AIM Computer Solutions Integrates Epicor Software to Improve Process Efficiency for Kirlin Lighting



## Highlights

- AIM Computer Solutions delivered consulting services to integrate and optimize Kirlin's Epicor ERP software solution
- The integration plan included process improvements and ERP automation
- Kirlin Lighting now shares real-time performance data with its network of 95 independent manufacturer's representative agencies around the country.

## The Challenge

Kirlin Lighting, a leader in specification grade commercial and healthcare lighting in the United States since 1895, was looking for integration consulting services to more efficiently use its Epicor ERP solution. Looking to streamline and automate certain operations, the company sought process improvements in sales and purchasing that would help them utilize the ERP software to its fullest.

Specifically, the company engaged with AIM Computer Solutions to evaluate existing processes with its Epicor ERP, make recommendations, and manage the design, development and implementation of services with a focus on three departments: sales, purchasing and communications with 95 outside independent manufacturer's representative agencies.

## About Kirlin Lighting

Based in Detroit for the past century, Kirlin has 125 years of experience designing, manufacturing and assembling lighting systems of superior quality and performance. Today, Kirlin is a global leader renowned for specialized lighting systems for all medical applications. The company's mission is to lead the lighting industry by designing and manufacturing innovative, highest quality and highest performance luminaires.

Kirlin continues to lead the industry with advancements in state-of-the-art LED luminaires and turn-key LED lighting systems for commercial and healthcare applications, including award-winning INFRALED® PRO recessed motorized patient lighting system, SmartLED™ lighting systems for MRI suites, Symphony™ DMX lighting systems for auditoriums, and patient exam/procedural lighting for all medical applications.

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*"Before working with AIM to implement the automated solution, the amount of time we were spending on the manual effort was impossible to ignore."*

**Chris Brownell**  
**V.P. Sales & Marketing**  
**Kirlin Lighting**

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*“In the absence of effective technology, we were relying on team members from the quotations, customer service, sales, and executive leadership team to manually compile the reports we needed.”*

**Chris Brownell**  
**V.P. Sales & Marketing**  
**Kirlin Lighting**

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## **The Challenge (cont.)**

Kirlin’s products are sold around the world by a network of 95 independent manufacturer’s representative agencies. To run the business successfully, the Kirlin sales department needs to share relevant and timely performance data with each agency, every month. As the company’s sales grew, compiling all this information manually each month was proving to be nearly impossible, and required multiple dedicated employees using spreadsheets, the ERP system, and paper notes to compile the reports which they then shared out one-at-a-time via email.

“In the absence of effective technology, we were relying on team members from the quotations, customer service, sales, and executive leadership team to manually compile the reports we needed,” stated Kirlin Lighting, V.P. Sales & Marketing, Chris Brownell.

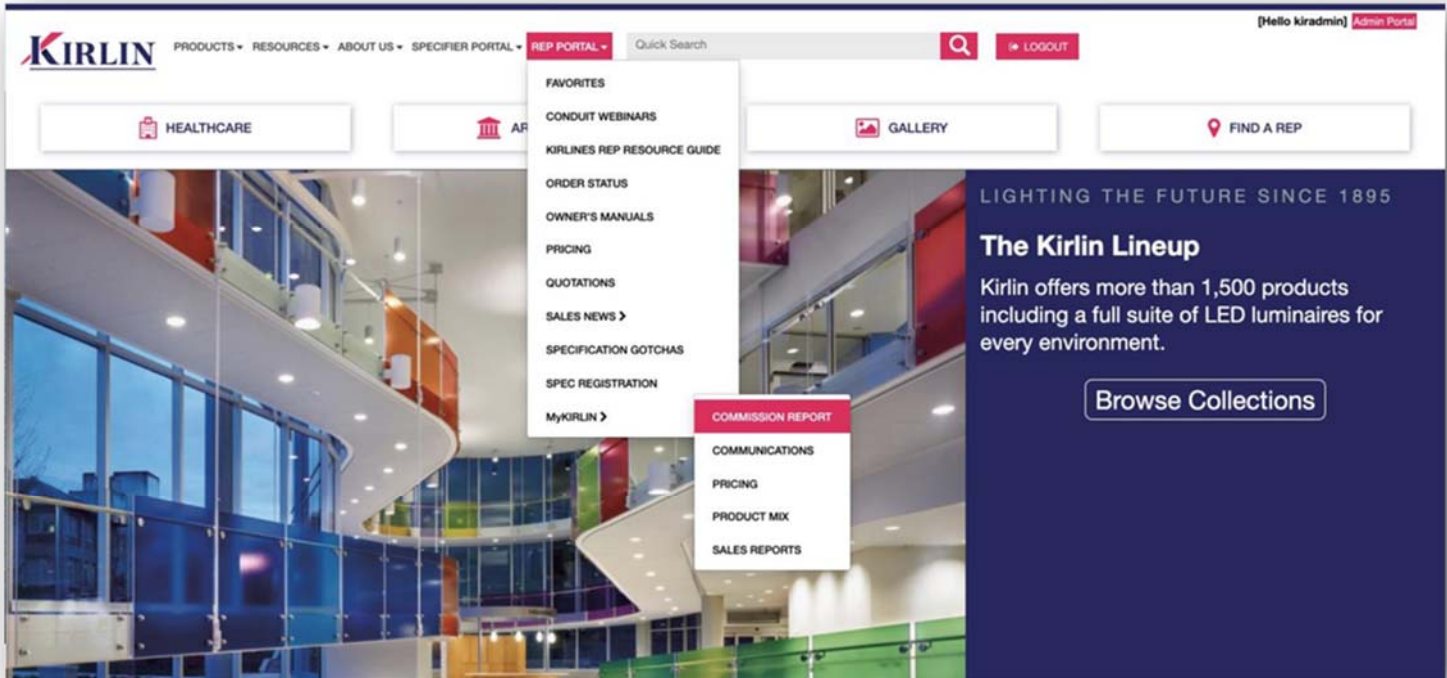
## **The Solution**

AIM Computer Solutions designed and implemented an integration plan to automate sales reports and disseminate real-time performance data with the company’s network of independent manufacturer’s representative agencies. The integration plan gives Kirlin Lighting the ability to export sales report data from its Epicor ERP solution using a Business Activity Query (BAQ) and present it on the company portal on its website. The plan included a means to obtain data in a format compatible with the company’s existing website.

AIM created custom reports from Epicor data to automate the relevant Commission Payments, Communications, Price Sheets, Product Mix and Sales Results for each of the company’s 95 manufacturer’s reps. AIM also engaged a third-party website developer to provide access to the reports via a new menu on the company’s manufacturer’s rep portal on its website.

AIM also recommended ways to create network directory structures to support the staged data file storage and to grant secure access to their own reports for the manufacturer’s rep agencies while maintaining confidentiality among the different agencies.

AIM acted as Kirlin Lighting’s in-house Epicor expert and integrator. Working with the third-party website developer, AIM collaborated to create a compatible website process to automate manual tasks and streamline sales reporting.



The MyKIRLIN portion of the Kirlin Website is a way for manufacturing reps to access reports automated from the Epicor ERP system.

“With Epicor as our ERP system, we were able to manage nearly our entire business in one place; but the most glaring exception was the need to manually create and email multiple sales reports to 95 agencies every month. With a major assist from AIM, we were able to automate that manual process, which means that our team can now focus even more time on growing our business, and less time generating and disseminating reports,” observed Kirlin Lighting, V.P. of Sales & Marketing, Chris Brownell.

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*“Without effective ERP automation, we relied on skilled salespeople and executives to perform repetitive tasks on a monthly basis. Once AIM’s automated procedures were built, tested, and deployed, we were able to reallocate that time (approximately 30 person-hours per month) toward strategic activities which generate more value for the firm and are more fulfilling for our staff.”*

**Chris Brownell**  
**V.P. Sales & Marketing**  
**Kirlin Lighting**

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## **The Results**

Now the company uses its Epicor ERP solution in a much more efficient fashion, automating monthly sales reporting data and commission statements with its outside manufacturer’s rep agencies. Before AIM’s project, three staff members had been manually generating and emailing time-sensitive monthly sales reports and commission statements to the manufacturer’s rep agencies – now these team members have reallocated their time and activity to value-creating sales efforts. The integrated automation process offloaded manual, time-consuming work each month. The website portal is now a more useful and effective communication tool for the company’s manufacturer’s reps.

“ERP automation from AIM helped our team reclaim their workday from menial tasks to focus instead on growing our business,” expressed Kirlin Lighting V.P., Chris Brownell.

## **About AIM**

AIM Computer Solutions was founded to offer business and technology solutions for repetitive manufacturers. AIM provides Epicor ERP software solutions and implementation services. Based in the Metro Detroit area, AIM specializes in solutions for the automotive supply chain. Since 1991, we have designed and developed software to meet the EDI, barcode, inventory control, shipping, receiving and production needs of repetitive and discrete manufacturers. For the latest news and updates, connect with AIM on [LinkedIn](#), [Facebook](#) and follow [@aimcomERPnews](#) on Twitter. For more information go to [www.aimcom.com](http://www.aimcom.com).

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