

CUSTOMER SUCCESS

Accuracy and efficiency drives success

Integrated suite of Sage solutions help Cairnhill Metrology strengthen its growth strategy.



Established in 1983, Cairnhill Metrology Pte Ltd provides industrial metrology solutions to support manufacturers in the electronics, automotive, aerospace, oil and gas, optics, food and pharmaceutical industries. These are involved in processes such as plastic injection molding, diecasting, machining, stamping, additive manufacturing, sorting, testing, assembly and packaging. The company has over 140 employees in locations across Singapore, Malaysia, Indonesia, the Philippines and Thailand.

Cairnhill solutions include coordinating measuring machines, surface and form testers, laser trackers, portable CMMs, 3D optical digitizers, in-line checkweighers, x-ray inspection and metal detectors, industrial x-ray computed tomography and related industry-leading 3D measurement and inspection and analysis software. It is a business built on accuracy, traceability and reliability.

“Manufacturers today must deliver value amidst critical challenges of rapid innovation, miniaturization and global competition,” says Lim Seng Hoo, group managing director. “The only constant is change. Under this paradigm, efficient and reliable metrology is an indispensable pillar for good manufacturing practice.”

Company
Cairnhill Metrology Pte Ltd

Location
Singapore

Industry
Distribution of industrial metrology solutions

System
Sage EasyPay
Sage 300
Sage CRM



Cairnhill's vision is to become the trusted industrial metrology solutions provider of choice in the region. Its mission is 'to support customers' quests for production efficiencies, yields and quality by providing metrology solutions appropriate to requirements, supported with competent pre- and post-sales services throughout the solutions' life'. Its values are, 'what you wish that others do to you, do so to them'.

The challenge

Cairnhill Metrology was using various solutions for accounting, operations and CRM which were appropriate in the earlier days. However, given the constant need to improve efficiency, Cairnhill continually sought for ways to synchronize and integrate siloed data on different platforms into one common database to eliminate duplication of data entry and reduce data inconsistency and errors. To make data sharing easier, Cairnhill Metrology also wanted to go paperless and digital.

"Our challenges are no different from those of other businesses," says Seng Hoo. "We need to focus on productivity to provide effective delivery of solutions and services to our customers. We recognize that any industry can be 'disrupted' so cannot afford to be complacent."

Cairnhill was also using Excel for payroll processing as it could not find one payroll software that could handle the different employee taxation requirements across the five countries in which it operated. Excel macros were also implemented for computing and processing of commissions.

“We have found Sage competent and capable as a business solutions provider.”

Lim Seng Hoo, Cairnhill Metrology Pte Ltd



The solution

After considering several software vendors, Cairnhill Metrology chose Sage based on its globally-respected brand and reputation for delivering easy-to-use, integrated solutions.

“Sage CRM and Sage ERP being on MS SQL, enabled us to synchronize our business database to allow all operations to serve our customers better. Subsequently, we found that we could also develop an add-on to automate commissions computation and processing,” says Seng Hoo. “We’ve worked with Sage for more than 10 years and we are satisfied that there is available support.”

Cairnhill Metrology now uses a suite of integrated Sage solutions—Sage 300 and Sage CRM—across its marketing, sales and finance departments and Sage EasyPay for its HR department.

Sage 300 enables Cairnhill to manage multiple companies and currencies, reduce international business complexity and simplify inventory management. Sage CRM allows Cairnhill to manage customer relationships, simplify sales process and make the most of every sales opportunity.

Sage EasyPay is a leading payroll and human resource management software trusted by over 18,000 businesses in Malaysia, Singapore, Indonesia and throughout South East Asia.

“We need a software solution that is accurate and reliable throughout our entire organization, in every country.”

Lim Seng Hoo, Cairnhill Metrology Pte Ltd



The bottom line

Seng Hoo says the engagement with Sage has made a good impact across the business. It has enabled Cairnhill to use less paper; it encourages teamwork through data sharing leading to greater collaboration; and it has improved workflow and process simplification for improved productivity.

Sage 300 helps boost productivity across finance departments located in the five countries in which it operates, explains Jet Yin Chung, accountant at Cairnhill: “Sage 300 saves us time on financial and business reports, which we can customize and run very efficiently. Sage 300 is also intuitive, easy to use and user-friendly.”

“We desired a centralized business database to simplify marketing, sales and service processes. We have a large customer base and have to keep track of our customers’ installed equipment to provide effective service support. Sage CRM allowed us to do all of these efficiently and accurately. The software is intuitive and easy to use with helpful menus and online resources,” says Robin Lim, admin & HR manager at Cairnhill.

“Using Sage EasyPay,” Lim continues, “has helped significantly cut down payroll processing work. There are remaining challenges but we have been able to use Sage EasyPay for the different employee tax requirements in the respective countries. Sage E-Leave and E-Expense for staff leave and expense reimbursements allow requests and approvals to be done online or via mobile phones.”

The future

In summary, partnering with Sage has meant that Cairnhill Metrology now operates a unified, integrated system for accounting and CRM with process simplification across its marketing, sales, service and finance operations. Using a global software provider like Sage also meant that Cairnhill Metrology is able to leverage the solution in all its countries of operations to achieve economies of scale and efficiencies.

“Like any regional business, our challenge is to operate as efficiently as possible while remaining focused on serving our customers and improving their experience with us at every interaction,” says Seng Hoo. “The benefits of working with Sage reflect our mid-term strategy: to grow consistently; improve how we gather and share knowledge across the business, aid succession planning; and build efficient processes.

“Sage supports us in all these goals.”



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