EBOOK

First Things First

A Guide to Structuring
Your Organization for
Success with TrakSYS

Get on point with TrakSYS

Supply chain disruptions, economic shifts, changing consumer behavior — these challenges are reshaping industries in ways that compel the need for business leaders and system integrators to rethink manufacturing operations.

The paths that manufacturers can take to modernize and optimize their operations are as diverse as their industries. Organizations that embark on a digitalization journey may initially turn to point solutions with a more palatable upfront cost than a manufacturing execution system (MES) platform. However, what they save in initial investment can be lost down the line.

A team approach to manufacturing optimization

A point solution is much like an individual contributor assigned to a specific task, working independently within a limited scope. A platform, on the other hand, is a team of people collaborating on a range of assigned tasks across the factory floor; and if desired, across the supply chain.

With built-in interoperability, TrakSYS enables manufacturers to engage in holistic management of their operations to improve efficiency and productivity. This important distinction is what sets TrakSYS apart from other MES platforms, and why more system integrators are turning their customers onto TrakSYS for the management of their manufacturing operations.

What it means for you

Today's organizational challenges present remarkable opportunities for system integrators to strengthen customer relationships and cultivate new business — if you know whom to have on your team, where to look, and what to deliver.

> "Parsec's TrakSYS MES software gives us a platform upon which to build powerful, flexible, and scalable solutions for virtually any manufacturing challenges faced by our customers."
>
> — *Parsec Solution Partner*

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Assemble your team

To ensure a successful, streamlined deployment, every TrakSYS implementation needs a dedicated team with domain expertise, MES knowledge, and TrakSYS training. Each team member plays a critical role in the solution delivery and is integral to building the foundational long-term value for you and your customers.

SOLUTION ARCHITECTS

Solution Architects will obtain an in-depth understanding of operational requirements and pain points, develop a clear vision for the implementation, and design the MES framework to address the customer's long- and short-term goals.

FUNCTIONAL EXPERTS

Functional Experts will engage with the customer to help define their needs and develop a road map of actions and accountability to shape their desired outcomes.

TECHNICAL LEADS

Technical Leads will be in charge of the project execution on a day-to-day basis and guide the team through any adjustments to the solution design process.

PROJECT ENGINEERS

Reporting to the Technical Lead, Project Engineers will implement the solution configuration and handle test planning, verification, and validation.

PROJECT MANAGER

A Project Manager will be responsible for the cadence and communication of status reports, issues, change management, and pricing. As an essential member of the TrakSYS delivery team, the Project Manager should be savvy, experienced, and have a strong rapport with the customer's team.

CONTRACTS MANAGER

Whether an internal or external resource, the Contracts Manager should have commercial expertise to evaluate, negotiate, and execute legal documents covering a range of transactions.

ACCOUNT MANAGER

As the lead point of contact, the Account Manager will have the key role of building and maintaining strong, lasting customer relationships.

MARKETING AND SALES

In these pivotal roles, Marketing and Sales contacts should be able to clearly understand and articulate the value of TrakSYS and how it addresses customer needs.

In addition to full stack TrakSYS training, certification, and technical support, Parsec can provide marketable skills training and mentoring to augment your team's resources and ensure you're staffed to meet your customer and prospect needs.

> "The TrakSYS technical teams were fundamental to the success of this implementation…their hard work resulted in them always finding excellent solutions, which, in turn, allowed us to have an excellent integrated solution for production."
>
> — *Planning Manager, F&B customer*

Prime your organization to sell

As you build out your TrakSYS deployment team, align your success drivers with your business strategy to ensure you maximize your impact as a Parsec Partner.

Pinpoint MES opportunities (at least two) within your existing portfolio — talk with customers to find out if TrakSYS can improve their manufacturing operations.

Identify prospects to fill your pipeline — due diligence is key. The TrakSYS Opportunity Checklist outlines important criteria to help you ascertain the viability of a lead.

Assess your resources to support your pipeline — determine whether and where you need to add headcount or engage outside resources.

Secure the necessary training and certification for your team — contact Parsec to schedule.

TrakSYS Opportunity Checklist

☐ What pain points do they need to address?

☐ At what stage are they in their digital transformation?

☐ Is their company culture amendable or averse to change?

☐ Who are their suppliers, customers, and top competitors?

☐ How do they measure against their competition in terms of market share? Product/technology adoption?

☐ What are their expectations for ease/difficulty of technology implementation?

☐ What are their expectations for an implementation timeline?

☐ What are their ROI goals?

☐ Does their business strategy map to future technology insertion across the factory? Across the enterprise?

It's important to nurture a minimum of two leads to start your TrakSYS pipeline. These early successes will help to fortify your team and fuel new business opportunities.

Address concerns and articulate rewards

While digitalizing operations can help companies gain a competitive edge, the upfront investment in an MES platform solution may elicit concerns of cost, risk, and buy-in from your customers.

Why TrakSYS is the right choice

Parsec designed TrakSYS from the ground up with manufacturers in mind. Since its introduction to the market, TrakSYS has been continually refined and expanded upon to ensure that it consistently provides users with the tried and tested tools they need to meet and exceed their goals.

As a unified, modular platform, every TrakSYS solution is natively housed within a given implementation. That said, a key advantage of the platform is that it doesn't require users to deploy its complete offerings upfront. Manufacturers can begin their TrakSYS journey with one or more solutions to meet their immediate business needs, and then seamlessly activate additional functionality within the platform as those needs evolve.

With rapid time to value from streamlined costs and increased production, TrakSYS enables your customers to consider onshoring their business to increase supply chain control, avoid rising foreign production costs — and, importantly, retain employee headcount.

ESG and regulatory compliance

Along with cost savings, TrakSYS enables your customers to track and adjust materials and energy usage to significantly reduce resource waste and increase utility efficiency. TrakSYS provides accurate, real-time digital record-keeping to ensure traceability and compliance with FDA and EU standards, including FDA's 21 CFR Part 11, Part 820, GMP, ISO 13485, European Annex 11, ISO 9001, and more.

Time to value

The TrakSYS MES platform is designed and purpose-built for seamless implementation, enabling integrators to deliver a solution up to 60% faster than competitor offerings. Parsec makes this possible with its Rapid Implementation Methodology, which is based on proven tools and training and learned best practices from the Parsec team and its global network of certified MES system integrators.

> "To maintain a competitive advantage and attract a new workforce, manufacturing companies have no choice but to embrace and leverage information technology."
>
> — *Operations Manager, Parsec Solution Partner and Discrete Manufacturing Center of Excellence*
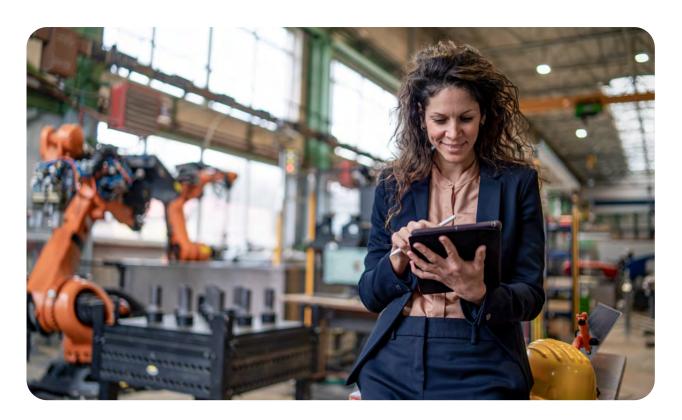
Raise the CLV (Customer Lifetime Value)

The value of a TrakSYS implementation, both for you and your customers, spans the lifecycle of their operations. TrakSYS is scalable, extensible, and versioned to evolve as business needs change and grow. TrakSYS ease and speed of solution activation ensure you and your customers maintain a competitive edge in managing manufacturing operations.

For your customers

The advantages of utilizing TrakSYS include:

- Decreased costs and increased production efficiencies
- Accurate, data-driven operational insights
- Connection and integration with supply chain partners
- Comprehensive lifecycle management

- Increased inventory turns
- Decreased materials waste
- Regulatory compliance
- ESG compliance

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For you

With ongoing training and additional qualifications and certifications, you can continue to grow your TrakSYS-based solution offerings and create opportunities for increased license sales and recurring business as your customers' needs change.

Customers may wish to expand the TrakSYS solutions they utilize over time and turn to you to increase their usage of the platform, providing a form of recurring business. After experiencing a successful MES implementation and measurable improvements in their KPIs, your customers also can be a major source of referrals for more business. What's more, TrakSYS will continue to evolve as manufacturing demands change and technology moves forward, enabling you to keep your customers on the leading edge of efficiency and productivity.

> "As our TrakSYS implementation evolves, we plan on incorporating our maintenance solution into other areas of production to help facilitate interdepartmental communication and production optimization."
>
> — *Manager of Information Systems, F&B customer*

Insight from the shop floor to the top floor

Every day, more than 500,000 users in 11,000+ plants around the world use TrakSYS to optimize the management of their manufacturing operations. Here's what some of our Solution Partners and customers have shared about their experience with Parsec and TrakSYS.

Parsec Solution Partners

"We look forward to passing along the value we gain from this new partnership to our manufacturing sector clients and continuing to prove our subject matter expertise through strong project implementation."
— *Parsec Solution Partner*

"We're delighted to support our customer's business goals and digital manufacturing journey with solutions including integrated OEE and Quality/SPC, based on Parsec's TrakSYS platform."
— *Business Analyst and Project Lead, Parsec Solution Partner*

"It's always exciting when we expand our product offerings to bring the best solutions to our clients, and we've partnered with Parsec to do just that."
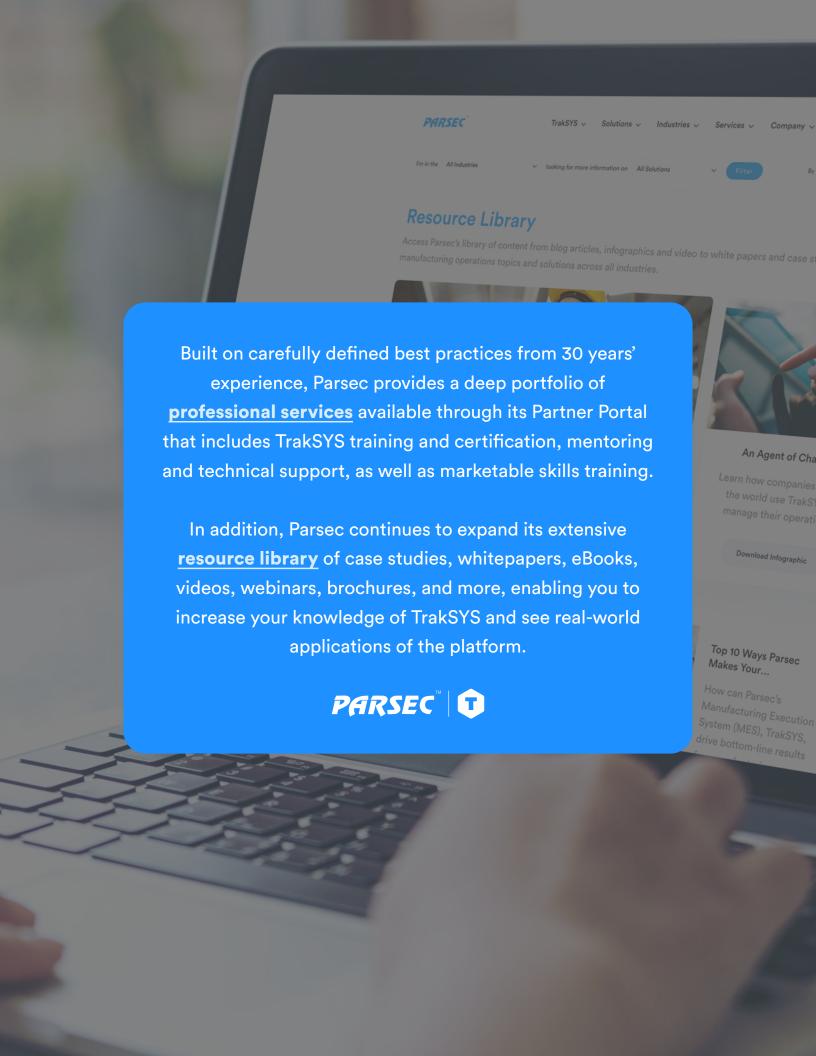— *Parsec Solution Partner*

TrakSYS customers

"Our Parsec Partner clearly understood our objectives, culture, business, and production processes, and existing infrastructure…we're compounding the benefits and value of the TrakSYS solution and multiplying the success of the production team."
— *General Manager, CPG customer*

"Within three months of deploying TrakSYS, we were able to identify root causes of the production problems, prioritize them by their impact, and focus on measurably improving production capacity."
— *Production Manager, Aviation customer*

"I've had more employee-initiated OEE conversations with operators over the past 3 months than I've had in the last 4 years combined!"
— *Operations Manager, F&B customer*

"A platform like TrakSYS is an absolute necessity for running a 21st-century operation. The solution has shown us endless possibilities for our business!"
— *Industrial Engineer, CPG customer*

"We never got that warm fuzzy feeling like "THIS IS IT" with any of the systems except one: TrakSYS."
— *Maintenance Manager, F&B customer*

Built on carefully defined best practices from 30 years' experience, Parsec provides a deep portfolio of **professional services** available through its Partner Portal that includes TrakSYS training and certification, mentoring and technical support, as well as marketable skills training.

In addition, Parsec continues to expand its extensive **resource library** of case studies, whitepapers, eBooks, videos, webinars, brochures, and more, enabling you to increase your knowledge of TrakSYS and see real-world applications of the platform.

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About Parsec

Utilizing their 30 years of experience in manufacturing, Parsec created TrakSYS™: a best-in-class operations management software application and solution platform designed to significantly improve manufacturing operations. TrakSYS aggregates data from multiple sources to deliver real-time, actionable intelligence that helps manufacturers to reduce production costs, decrease lead time, and improve profitability. TrakSYS is deployed at thousands of factories, in over 140 different countries.