



## OTT, Inc. Customer Solution Case Study



**Customer:** Sitma, Inc  
**Web Site:** www. sitma.com  
**Company Size:** 15  
**Country:** USA  
**Industry:** Industrial Machinery and Equipment

### Company Profile

Sitma, headquartered in St. Paul, MN, is the world's leader in printed media packaging systems for the commercial, newspaper and packaging industries.

### Software and Services

- Microsoft Dynamics GP
- SQL Server
- General Ledger
- Payables Management
- Receivables Management
- Sales Order Processing
- Purchase Order Processing
- Inventory Control
- FRx
- Seagate Crystal Reports
- Trinity—Advanced Distribution
- Ship Gear
- Customized: Parts Lookup, Order Entry Enhancements

*Sitma USA, Inc. is a wholly owned subsidiary of Sitma Machinery S.p.A. Sitma Machinery S.p.A. was started in 1965 and is located in Spilamberto, Italy. They opened their USA branch in New Jersey in 1980, then closed that office to move to St. Paul in 1991. The company also has locations in France and Japan; they are the world's leader in printed media packaging systems for the commercial, newspaper and packaging industries. Sitma offers a wide variety of poly/paper wrapping, folding, addressing, inserting, and bundling systems.*

### Situation

According to Lynn Bauter, CFO, "When I first came to Sitma, I was faced with Macintosh computers and outdated, disparate software. Duplicate data entry was causing errors and consumed limited, valuable resources. Lack of accurate information made inventory management and customer service much to be desired. Month-end processing was slow, inaccurate, tedious, and frustrating for our employees. I knew that if Sitma was to improve their overall efficiency and revenue, it required a fresh start – a totally new system that would be scalable – one that would integrate our entire operation."

### OTT, Inc. – A Trusted Business Solutions Partner

In 2000 and 2001, Sitma replaced their hardware and teamed up with OTT, Inc. an award winning Microsoft Partner, to update their system. Working closely with OTT, Inc. consultants, they selected a fully integrated solution that would be scalable to their growth goals. According to Bauter, "Cost was important, and the system had to be simple to learn. In addition, it was important that the implementation cause minimal disruption to our daily operations. OTT, Inc. consultants listened to our needs, understood our industry, and made software recommendations that we later learned would significantly help meet our business goals. OTT, Inc. advisors take the time to listen to our needs, provide options, and ensure that recommendations are right for our business needs. Their knowledge, availability, and support has been outstanding."



**Microsoft** Partner

Gold Enterprise Resource Planning  
Silver Customer Relationship Management  
Silver Portals and Collaboration  
Silver Business Intelligence  
Silver Midmarket Solution Provider

## **Integrated System Grows With Company**

Within a matter of weeks, Sitma went from having an antiquated system to one that links together all parts of their operation. In addition to upgrading Microsoft Dynamics GP, Sitma added a significant number of Microsoft Dynamics GP modules and third party applications.

To further enhance functionality to meet their unique needs, Sitma asked OTT, Inc. to make parts look up and order entry customizations. "Our new system is fully integrated, scalable, and grows as our company changes. The implementation was totally painless. Everything went as scheduled and there was no disruption to our business," said Bauter.

## **The Proof is in the Pudding**

Bauter added, "We are totally delighted with our new system; these changes have driven improved efficiency and productivity across our entire operation. Data accuracy, customer service, employee satisfaction, processing time, improved processes, and ease of operations have improved our efficiency by more than 75 percent. Thank you Microsoft and OTT, Inc.!"

## **Benefits and Results**

Since implementing this new system, Sitma's efficiency and productivity has improved across the entire operation. Data accuracy, customer service, employee satisfaction, processing time, improved processes, and ease of operations have improved our efficiency by more than 75 percent.