

# ASAP is not a delivery date!!

We have a lot of funny ways to describe when jobs must be delivered. The most popular is ASAP. How vague is that? It looks like you might be doing the right thing but not necessarily knowing what the right thing is. Seasoned planning pros know you can never be late with an ASAP job!

Any order that's in a factory production planning and scheduling system without a delivery date we know is a hidden time bomb ready to explode at any moment. Customers are told when they are chasing this type of job that it didn't have a specific date so why are they chasing it - leads to unhappy customers? of course it does and the worst thing of all is that nobody wins at this game. When a customer calls and says "where is my job" if it's an ASAP job then the scheduler says "it didn't have a date mate" and this leads to customer dissatisfaction.

## **Every job on the planning white board in the production planning system needs a delivery date.**

Customers have their businesses to plan that may hinge upon our products and services. Non performance in this area can have a chain reaction and cost downstream businesses serious cash. A large proportion of customers who change suppliers cite poor delivery performance as their reason for doing so. Many companies do not have adequate planning and scheduling systems, whiteboards or software. They do not know what the capacity of their plant is and instruct their sales people to get every order they can. Sales accept every request for delivery date the customer wants. This gives the production staff no choice but to accept and under management pressure try to keep everyone satisfied. You cannot get "a quart in to a pint pot" so somewhere upon the line something breaks.

A culture of "so what" develops as production staff know they can never succeed as long as management makes promises they can't deliver upon. Worse than this is that the management tells the sales force to get every job they can and for production to manufacture every job they get from sales.

***Lynq Ltd***  
**taking your business to the next level**

## **The Business Case**

Scheduling and planning with Lynq's Visual Planner provides the tools that manufacturing planning professionals need to get the job done. The factory has its capacity quantified and customers are given accurate delivery dates. Visual Planner empowers factory staff to achieve on the basis of knowledge and as they are not given unrealistic targets.

### **Justification of the implementation of Visual Planner can be in the Customer Service area alone.**

Visibility is given to customer service and sales but with manufacturing feeding back accurate information that can be made visible across the whole enterprise. Money can be made, money can be saved and investments in factory assets can be made and modeled on the back of accurate information from Visual Planner.

So this is the business case – operational success in implementing Visual Planner in the manufacturing area leads to broad benefits across the whole enterprise leading to customer satisfaction and most importantly customer retention.

## **About Lynq**

Lynq has been established for 28 years and is an Exact Software Strategic Business Partner. Lynq has an enviable reputation as one of the best suppliers of fully integrated Exact Macola applications in the market today.

## **More Information**

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Go to: [www.lynq.co.uk](http://www.lynq.co.uk)

Visual Planner is also available from:  
Exact Software 1.800.468.0834  
Exact Macola Partners