


# SAGE X3 SHINES FOR SOUTHERN SILICONES

Cloud solution generates rapid time to value



Young chemical manufacturer selects cloud business management solution, enabling it to focus its resources on growing the business.

## Customer

**Southern Silicones**

## Industry

**Chemical manufacturing**

## Location

**Lawrenceville, GA**

## System

**Sage X3**

## Sage X3 fits the business

Southern Silicones supplies industrial, food, and cosmetic-grade silicones from its southeastern U.S. manufacturing plant to customers all around the world. The company's largest market is the automotive care industry, where it supplies washes, protectorants, and tire shine products. While Southern Silicones is young, its principals are industry veterans with more than 50 years of silicone industry experience and innovation. Sage X3 is the solution Southern Silicones selected to grow the business on.

"We had just deployed Sage X3 at our previous company when that company was purchased by a private equity firm," recalls Grant Morehead, CEO and CFO for Southern Silicones. "We decided to go out on our own, so when we began shopping for a business management solution, our positive experience with Sage X3 landed it on our short list."

## Fast track deployment

For his new company, Morehead says he and his partners wanted to invest their available capital and limited time in the operation, not on a lengthy implementation of a complicated enterprise resource planning (ERP) solution.

"We didn't have an IT department, and didn't want to spend our resources assembling one," he says. "We knew Sage X3 was the right solution to handle our chemical manufacturing, and when we learned it can be deployed in the cloud, we were sold. It meant we could be live fast and with a minimal up-front technology investment."

Implementing a cloud-based business management solution like Sage X3 saved Southern Silicone the steep startup investment typically associated with the implementation of a traditional, on-premises ERP system.

"The implementation went very quickly," says Morehead. "Within just a few months we were up and running and able to make and ship products, buy supplies, and invoice our clients. We were very pleasantly surprised with the speed of the implementation. Our business partner worked hard for us, and we all worked well together."

## Broad functional scope

The industry-specific functionality Sage X3 delivers ideally supports the company's chemical manufacturing operations. "We need full lot tracking capabilities, quality control monitoring, and bill of material support," says Morehead. "Sage X3 provides all of this and more."

The company next plans to implement the customer relationship management (CRM) component of the software, integrating the front- and back-office operations to support a continued high level of service and support.

## Robust functionality in the cloud

Having used Sage X3 as an on-premises solution, Morehead was concerned that the company might not have access to the rich functional scope and customization capabilities that Sage X3 is known for. "I didn't need to worry," he says. "Whether deployed on-premises or in the cloud, the functionality is identical. We can even customize it, something that's not always an option with a cloud solution."

## Access from any device

Morehead says that one aspect of Sage X3 that he especially appreciates is the ability to access the application from any device. "I use Sage X3 from my desktop, laptop, tablet, and smartphone. As long as I can get to a browser, I'm in business. As a busy business owner, this flexibility is very important to me."

## A solution for the long term

"Thanks to the cost-effective nature of a cloud-deployment model, we were able to secure a solution that can support our operations for the foreseeable future, instead of the typical path of a startup company—starting with an entry-level application and migrating several times," says Morehead. "Using Sage X3, we can grow by a factor of 100 without stressing the software."

## Recommended unconditionally

"I would absolutely recommend Sage X3," says Morehead. "It is easy to use, has tremendous power, is accessible from anywhere, and can support companies like ours that have global aspirations."

He concludes, "With Sage X3 in the cloud, we are able to invest our time and resources into building this business. We don't have to worry about servers, data security, and backups—that's all handled by the experts."

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