

## CASE STUDY

# GAI spurs innovative bottling machine production with Infor LN

Founded in 1946, GAI Macchine is an Italian family business that designs and manufactures bottling machines. The company has successfully entered many new markets over the years, both in extensions to wine producers but also in the areas of carbonated drinks, liqueurs, beers and cooking oils.

The company's focus is carrying out the complete bottling cycle, from design to production and after-sales, all with top-of-the-line quality and specialized technical assistance. As its business model continues to evolve, integrating zero-impact sustainability initiatives, GAI has been seeking manufacturing software that can support its expanding production demands while maintaining its esteemed reliability.

**“ Right from the start, we had the impression that Infor's software was the one most fitting for a production company, very well suited to order management, with very knowledgeable consultants and an in-depth understanding of our company's business and needs.”**

**GUGLIELMO GAI**  
CEO, GAI Macchine

**Headquarters**

Ceresola d'Alba (CN)

**Product**

Bottling machines

**Industry**

Manufacturing Industry

**Workforce**

330 employees (Italy, France and USA)

**Infor product**

Infor® LN

**Website**

[gai-it.com](http://gai-it.com)

**Partner**

Altea IN

Through 2017, GAI had been using a system that had been heavily customized over the years and no longer provided any scope for development. Numerous procedures, including manual operations, were required to process orders, making activities much more time-consuming and complex.

In addition, the French office used a different system, which made it difficult to exchange information and work with the Italian headquarters. To support its growth and expansion abroad, GAI needed a single, modern and agile system that could be deployed across all locations to facilitate collaboration, optimize data availability and management, and provide good product management capabilities.

“The software we were looking for had to have an international scope. With an office in France, one in the US and possibly more branches abroad in the future, we wanted a single solution that was supported worldwide,” says Guglielmo Gai, CEO of GAI Macchine. GAI chose Infor LN, Infor’s ERP software and Infor’s partner Altea IN, an Altea Federation company specializing in providing application solutions and consulting, in June 2018. This choice was the result of an indepth analysis evaluating several market players.

## A solution for manufacturing companies

Infor LN ERP software includes features designed to meet the specific needs of manufacturing companies, offers fast and cost-effective implementation, and integrates financial, quality, service, order, and business partner management tools into the production department and supply chain.

“Right from the start, we had the impression that Infor’s software was the one most fitting for a production company, very well suited to order management, with very knowledgeable consultants and an in-depth understanding of what our company’s needs might be,” continues Gai.

Despite the complexity of the company and the rather tight timeframe, the solution implementation ran on schedule. Since January 1st, 2019, the Italian office has been using the tools for finance and production management, while it was decided to wait for EAM support and the commercial configurator. In early 2020, the use of Infor LN was extended to the French office, in close cooperation with the local team.

## Business challenges

- Heavily customized system no longer had scope for development
- Manual procedures and operations made processing orders more time-consuming and complex
- French office’s different system made it difficult to exchange information with the Italian headquarters
- Needed a single system with international scope to support growth and expansion abroad

For GAI Macchine, Infor LN has proved to be an extremely complete software solution, ensuring excellent order and BOM management capabilities. Another much-appreciated feature is that the system is updated automatically without impacting customization levels and without disrupting business operations.

“Despite having over 300 employees, GAI is a company that has an artisan mentality. It was essential for us to implement a system that is at the same time structured and capable of evolving over time,” continues Gai. “While providing a good degree of flexibility, the system is set up so that it leads users to greater concentration and focus on the operations they are carrying out and, in the long run, this turns into a positive value.”

Infor LN enabled GAI Macchine to optimize operations visibility, have accurate and up-to-date data in real-time, improve order and BOM management, and have an efficient commercial configurator. In short, it enabled the company to make the qualitative leap needed to be competitive in present and future markets.

GAI produces around 1,000 machines per year. Formerly, machinery production was relatively simple since the models were made without customers having special customization requests. As the business evolved and GAI entered new markets, it had to satisfy increasingly demanding customers and with a great deal of decision-making autonomy. The technical configurator in use was no longer able to cope with requirements and did not support the creation of increasingly complex machines. In addition, the bill of materials was flat, without levels, which made it difficult to service the machines. Thanks to Infor LN, GAI now manages a highly structured technical BOM that features different levels. This makes assistance easier and much more targeted, providing clear visibility of all machinery components and what needs to be worked on to all operators involved.

Machine assistance is another topic of particular relevance for GAI. Working mainly in the wine sector, service operations must be carried out accurately and timely to avoid spoiling such a delicate product as wine. The machine lifecycles range from 15 to 30 years; with Infor LN, operators can get all the information about a machine's construction to service it promptly.

## Simplification and streamlined processes

Simplification and streamlined processes are further benefits. GAI has 3D software that designs the machines and creates the bill of materials. In the past, the process was very

**“ We are very pleased with choosing Infor LN, as it is an incredibly comprehensive software. First of all, we saw an outstanding ability to manage the order and the production BOM, as well as the quality and competence of the consultant assigned to us.”**

**GUGLIELMO GAI**  
CEO, GAI Macchine

## Business results

- Data management optimisation
- Improved collaboration
- Improved order management
- Optimisation of the production list
- Seamless integration

time-consuming, requiring teams to fill in the machine BOM manually. With Infor LN, the company was able to integrate the 3D software with the product data management (PDM) software and now can obtain the bill of materials automatically or semi-automatically while being assured that the design and management software are perfectly aligned, optimizing time and reducing human error. In addition, all the various versions today are managed by the PDM and Infor, achieving significant improvements on the integration of automated warehouses as well as on the part picking process.

The flow of information with the French office has improved significantly. Thanks to Infor, there is now a direct interconnection, with an automatic, secure, and efficient exchange of data, which avoids duplication of effort in service and spare parts management and machine orders. As everyone works on the same BOM and designs now, GAI is sure that there are no errors and misunderstandings between the two worlds.

[LEARN MORE](#) 



Infor is a global leader in business cloud software specialized by industry. Over 65,000 organizations in more than 175 countries rely on Infor's 17,000 employees to help achieve their business goals. Visit [www.infor.com](http://www.infor.com).

Follow us:     

Copyright© 2022 Infor. All rights reserved. The word and design marks set forth herein are trademarks and/or registered trademarks of Infor and/or related affiliates and subsidiaries. All other trademarks listed herein are the property of their respective owners. [www.infor.com](http://www.infor.com).

641 Avenue of the Americas, New York, NY 10011

INF-2704406-en-US-1022-1