

# Growing with Infor VISUAL, one hitch at a time: Novae’s trail to success



## Charting Novae’s path to industry leadership powered by Infor VISUAL

In the manufacturing heartland of Markle, Indiana, Novae stands as a testament to ambition, innovation, and strategic expansion within the trailer manufacturing industry. Over the past 20 years, Novae’s journey from a modest start to becoming one of the largest trailer manufacturers in North America is truly inspiring. This remarkable growth reflects the essence of Novae—a name derived from the Latin term for “innovation”—which embodies the company’s mission to lead through forward-thinking practices.



### Partnership and growth

The implementation of the Infor VISUAL ERP (VISUAL) solution, coupled with the strategic partnership with WM Synergy and Infor, has been pivotal in supporting Novae’s remarkable growth. This collaboration has helped Novae earn recognition among the fastest-growing privately held companies for several consecutive years, solidifying its industry leadership. The strength of these partnerships and the depth of engagement have been instrumental, with Novae actively providing valuable feedback that drives product enhancements to benefit the wider VISUAL user community. This mutually beneficial relationship not only bolsters Novae’s strategic position in the market but also underscores the importance of effective collaboration and strong partnerships.

## Technological evolution and operational excellence

Novae's adoption of VISUAL contributed to a transformative shift in its manufacturing operations, scaling from a single brand and location to an impressive 22 manufacturing facilities and 13 trailer brands, demonstrating VISUAL's remarkable scalability. The VISUAL Manufacturing Window is at the heart of Novae's operations—a unique feature that differentiates VISUAL from the competition while driving efficiency and integration across all levels of the organization. The ability to create standardized Engineering Masters, which combine Bill of Materials (BOM) and routing within the Manufacturing Window, along with increased visibility into material demand cycles in the Material Planning Window, has transformed how Novae advances its trailer manufacturing cycle.



**Key result:** Increased BOM accuracy to over 99% with instant visibility on the shop floor.

This strategic multiple site implementation has enforced and streamlined Novae's processes, fortifying its commitment to delivering exceptional value to its customers. The robust capabilities of VISUAL are further showcased through the Material Planning Window, providing a comprehensive 360-degree view of the supply chain, featuring advanced Material Requirements Planning (MRP) and demand supply time phasing, and alerting planners to actionable tasks. This increased visibility over operations has enabled Novae to integrate cutting-edge technologies like robotic welding, significantly boosting production efficiency and improving product quality.



**Key result:** Increased speed to market with the ability to understand the cost of products and react to market conditions.

With its ease of use, featuring everything on a single screen with complete drill-down capabilities, VISUAL ensures that Novae can manage its operations seamlessly without the need to navigate through multiple menus and screens. The system's extensibility through VISUAL APIs and related tools has enabled Novae to easily adapt and extend its functionalities, tailoring solutions to meet specific business needs and facilitating organic growth as well as growth through acquisitions.



**Key result:** Ability to expand quickly to new factories and acquisitions, with standardized financial visibility, growing from 1 location in 2009 to 22 locations today.

## Innovation for an evolving industry

Novae's active participation in the VISUAL user community has been pivotal in fostering a culture of continuous improvement. By engaging with this community, Novae has garnered valuable insights and best practices, which have been instrumental in shaping its growth strategy and operational methodologies. In return, Novae's feedback and shared experiences have driven product enhancements and innovations within VISUAL, benefiting the entire user community. This collaborative exchange has not only advanced Novae's operations but also contributed significantly to the ongoing development and improvement of the VISUAL platform, highlighting the value of mutual growth and learning.

## Final thoughts

Novae's evolution, driven by innovation, strategic partnerships, and dedication to continuous improvement, exemplifies success in today's competitive manufacturing landscape. Looking ahead, Novae is poised for further expansion and innovation through its significant investment in technology and community collaboration.



“Our experience with Infor VISUAL ERP has been transformative, driving significant advancements in manufacturing excellence and operational efficiency at Novae. The collaborative partnership with WM Synergy and Infor, coupled with our active engagement in the Infor community, has played an integral role in our strategic approach, fostering innovation and facilitating our growth in a competitive market.”

**Oliver Reelsen,**  
Chief Information Officer,  
Novae

## About Infor

Infor is a global leader in business cloud software products for companies in industry-specific markets. Infor builds complete industry suites in the cloud and efficiently deploys technology that puts the user experience first, leverages data science, and integrates easily into existing systems. Over 67,000 organizations worldwide rely on Infor to help overcome market disruptions and achieve business-wide digital transformation.

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