120-Year-Old Industrial Manufacturer Works with GSI to Adopt JD Edwards

Lufkin Industries' proud past extends back to the early 20th century, when the Lufkin Foundry first started manufacturing railroads and sawmill equipment. The company, which pioneered oilfield pumping units in the 1920s, today's technology provides precision-engineered oilfield equipment, products, and services to a global customer base. With a focus on building the highest quality and most advanced equipment while also providing the best service in the industry, Lufkin gives its customers higher long-term value with less downtime. Headquartered in Missouri City, Texas, the 1,400-employee company has a presence in eight different countries. An independent company until GE Oil & Gas purchased it in 2013, Lufkin was acquired by KPS Capital Partners, LP in 2020.

The Challenge

At that point, Lufkin was carved out as a separate entity, which left the company without any systems, IT infrastructure, or IT department. "We had to stand up a nearly 120-year-old company with a new enterprise resource planning (ERP) system, help desk, office, and myriad other systems," said Patrick Seals, CIO, who joined the company in 2020. "It was a brand-new company being built from scratch, and it just happened to be over 100 years old."

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> *CIO,*
> *Lufkin Industries*

COMPANY SNAPSHOT

Company: Lufkin Industries

Location: Missouri City, TX, USA

Industry: Oil and Gas industry.

Products & Services:
- Provider of Rod Lift Equipment
- Automated Control Equipment
- Optimization Equipment
- Software for Rod Lift Equipment

GSI Solution: Provide the technical support for Lufkin's new JD Edwards implementation. Perform a net-new ERP installation on a hosted Azure Cloud environment.

Extremely Quick Go-Live

Tasked with providing the technical support for Lufkin's new JD Edwards implementation, GSI performed a net-new ERP installation on a hosted Azure Cloud environment. A large global consultancy provided overall project management as well as functional consulting. Seals said KPS wanted a cloud-based solution that didn't require any data centers. "We looked to providers who could stand up a JDE environment for us in pretty short order," he said. "We signed the deal and set up the environment last year, and then went live on JDE in July of this year; it was an extremely quick go-live." But just because the process was fast, it didn't come without challenges. According to Seals, Lufkin had "zero IT people" on staff and was moving from a highly-customized SAP environment. "No one on staff knew anything about the legacy systems or JDE, which was completely new to everyone at Lufkin," Seals recalled. "We were working with outsourced resources from both onshore and offshore companies, so it was very chaotic."

A Strong Alliance with GSI

Having worked successfully on numerous KPS projects in the past, GSI was a natural choice for Lufkin's new JDE implementation. "We leveraged many of GSI's best practices and its experience working on past implementations, including server setups and how they stood up Azure," said Seals. "GSI also helped us pick the Preferred Strategies reporting solution, which we sat on top of JDE and used to publish our powerful business intelligence (BI) dashboards."

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Case Study: **Lufkin Industries**

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GSI is also leasing Lufkin ServiceNow using GatewayNow for its brand-new help desk, and the manufacturer is using the tool to improve operational efficiencies by streamlining and automating routine work tasks.

Through it all, Seals said GSI helped guide the company through a successful, fast implementation. "We worked together almost 24/7 for several weeks to get the ERP is up and running," Seals said. "The GSI team did a great job of basically telling us what we needed to do and how they were going to do it. We couldn't have done it without them."

Down to an Art Form

After roughly two months of not being able to invoice its customers, Lufkin handled that backlog and now has billing "down to an art form," according to Seals. The company plans to perform its first month-end close and also start using JDE for its reporting, P&L, and balance sheets soon.

"Functionally, everything's working," said Seals, whose team also worked closely with GSI to determine the number of servers and types of web apps the company needed to be able to optimize its ERP's performance.

Lufkin also leaned on GSI's AppCare managed services, which provided the extra resources that the company needed to see its ERP implementation over the finish line. "We were triaging and using AppCare up until the weeks before go-live," said Seals. "We're still using it today."

Looking ahead, Seals would like to further leverage JDE's job costing and supply chain management functionalities, and also integrate the ERP with applications like Windshield (an engineering program). "Our fundamental goal was to get JDE up and running, close the books, be able to bill customers, and collect cash," Seals added, "all of which we achieved."

For more information:

Contact us today to learn more. You can also email us or call (855) 474-4377.

GSI, Inc.

GSI is a forward-thinking organization that aligns and optimizes your digital footprint with your business goals. We combine our deep business and industry experience with our expert knowledge of enterprise applications, automation, cloud and cybersecurity to deliver secure and flexible systems that allow your business to thrive and not just survive."

GSI's comprehensive suite of solutions includes: AppCare, a 24/7 managed service that includes EaaSy with flexible "on-demand" services and dynamic pricing; GENIUS AI, an Application Intelligence Platform (AIP) for creating application health and user experience monitors; GENISYS, a solution for optimizing system performance; RapidReconciler®, its inventory reconciliation software; GENOME, which automatically Detects, aNalyzes and Automates the process of converting customizations into Orchestrations; and GatewayNow, low-cost, accelerated time-to-value ITSM solution using the industry-leading ServiceNow platform in a fully managed environment.

GSI consulting and managed services are backed by its signature 100 percent guarantee. Founded in 2004, the rapidly growing company is headquartered in Atlanta with worldwide resources. With over 100 employees, GSI consultants average over 15 years of real-world experience and are certified experts in business, industry, and enterprise applications. GSI provides comprehensive 24/7 global support.

Why GSI?

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