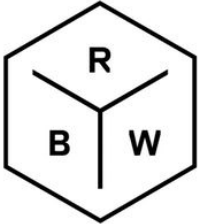


CASE STUDY

Tulip helps RBW integrate with Netsuite to increase efficiency across value stream



INDUSTRY

Lighting

CHALLENGE

High mix, short lead-times

SOLUTION

Connecting Digital Work Instructions to ERP

RESULTS

Reduced Human Error

Decreased Cycle Time

Faster, targeted Training

Achieve Lead-time Goals

THE CHALLENGE

RBW offers hundreds of unique lighting designs. All of their fixtures are manually built-to-order at their Brooklyn studio.

"Our process can be challenging," said Dave Staehle, production manager at RBW. "We have a lot of customization and over 1000 different SKUs. In a single day we can make over 14 different fixture types. It's a lot of moving pieces, a lot of moving parts, and a lot to track."



In addition to the product complexity, RBW also strives to achieve an aggressive 10-day lead time.

Keeping track of labor time and inventory was unwieldy, slow, and prone to error. "We used to keep a booklet of all the different UL compliance labels and had to have operators populate them themselves," Staehle continued.

RBW needed a solution that would simplify their shop floor operations while maximizing the utility of their existing system of record, Netsuite.

"Being able to track our production labor time has allowed us to more accurately price our products. We truly know our blended average cost rate for the amount of minutes it takes to assemble a product."

- Charles Brill, Managing Partner and Co-Founder

THE SOLUTION



Netsuite Integration

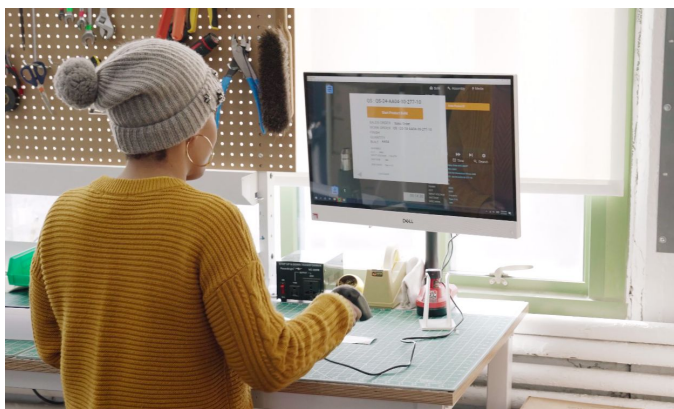
This integration gives builders an intuitive tool for exchanging information from back-end inventory and production planning databases, and adds an additional layer of production visibility to the data they have in their ERP.

Whenever operators at RBW need to generate a new work order, Tulip automatically pulls the relevant bill of materials and creates SOPs using data stored in Netsuite.

Streamlining Assembly

Staehle built dynamic work instructions apps that guide builders through each order. To access the digital instructions, all an operator needs to do is scan a barcode.

"I can print my [work order] labels, I can print my volt/watts," said Zach Jones, a Product Specialist at RBW. "Tulip makes it much easier. I can do it right there at my station."



Further, Tulip's user-friendly interface makes it much easier to train and onboard new builders. Jones continued, "We've had newcomers come in who've never seen Tulip and they've been able to jump right on it and use it right away."

Rapid Iteration of the Picking Application

RBW built a picking application that pulls the bill of materials for that particular work order and guides builders through the picking process. This ensures they select the correct number of the correct parts from the warehouse.

Given that this process is constantly changing, Staehle and his coworkers are able to version applications to keep pace with evolving operations. "We started with two stations," he began. "That's how we piloted it. So we made the application, rolled it out, and with feedback from the operator we were able to change it really easily."

FUTURE EXPANSION

RBW is already exploring new use-cases for Tulip as their Brooklyn studio grows. They are expanding Tulip to their shipping operation, where they'll use an application to guide and error-proof their prep-to-ship processes. Further, they're developing skills matrices with Tulip to help visualize the current strengths of their workforce, and to identify opportunities for improvement.

TAKEAWAYS

RBW started out using Tulip at 2 stations, and they've grown it across the entire value stream.

Their ROIs include:

- Reduced human error
- Decreased cycle time
- Faster, targeted training
- Achieved lead-time goals

Overall, Tulip helped RBW improve visibility and data acquisition where it mattered.

"Being able to track our production labor time has allowed us to more accurately price our products," said Charles Brill, Managing Partner and Co-Founder, "We truly know our blended average cost rate for the amount of minutes it takes to assemble a product."

Further, by integrating with Netsuite, Tulip enhances the value they derive from their existing systems.

RBW prides themselves on their groundbreaking designs and operational excellence. "RBW leans into new technologies," Staehle Concluded. "We want to be a pioneer of smart manufacturing, and I think Tulip is a great tool for that."