



Small Business Case Study

Intel® Centrino® mobile technology
& Intel® Pentium® 4
processor technology
Company Size: 1-25



Enna designs efficiency with Intel®

Case Summary

Enna creates training products to enable companies to implement so-called lean manufacturing methodologies within their organizations. As a newly formed company experiencing rapid growth, Enna relies on wireless technology including Voice over Internet Protocol (VoIP) and notebooks with Intel® Centrino® mobile technology to provide the flexibility to work anywhere.

Challenge

Lean manufacturing is a methodology developed at Toyota to increase efficiency on their production floor. In the past, external consultants were required to develop the tools companies needed to start lean manufacturing programs. Enna, founded in January 2005, helps companies implement this process on their own, without expensive consultants. Building on the experience of company president Collin McLoughlin and Vice President Philip Goritsas, Enna creates collateral, presentations, guide books, workbooks and tools for organizations to implement a lean manufacturing program internally. Using software packages like Adobe Illustrator® and the Macromedia® suite of design software, Enna's training tools and packages contain rich graphics, multimedia presentations and print-based collaterals.

"Consultants can teach people lean manufacturing principles, but it takes practice to make it stick," says Goritsas. "That's where we come in. We've created a package of tools so people can implement their own program."

When they first opened their doors, Enna's founders actually operated the business out of multiple locations. They knew they needed to create a virtual business that would allow customers to reach them everywhere.



“We improved productivity and flexibility, which were our prime goals.”

“We launched our sales efforts in May and exceeded our most optimistic expectations,” says McLoughlin. “Our first month, we grew one thousand times more than what we planned and have grown 80% each month since then.”

With sales breaking all expectations and orders coming in from more than 100 companies each month, Enna needed scalability to handle the growth and flexibility to expand the office into increasingly larger spaces, while effectively managing the travel requirements of an emerging company.

Solutions

Enna chose HP Pavilion* notebooks with Intel® Centrino® mobile technology because of the extended battery life and ease of connection to wireless hotspots around the world. They installed a secure wireless router in their offices and purchased Cisco* handsets to connect to a VoIP phone number. With the basic technology in place, Enna was able to establish its business on a solid footing, with the built-in flexibility and processing power needed to create powerful training tools for its customers.

The rapid increase in sales volumes prompted Enna to make its first move to Spark, a business incubator located within Sheridan College Institute of Technology and Advanced Learning in Oakville, Ontario. Enna needed more floor space and moving offered the ability to connect a wireless LAN into the ultra-high speed T1 connection at the Institute.

Enna’s growth highlighted the need to establish a peer-to-peer network for file sharing and storage

of the documents and training tools under development. While recognizing a need to ultimately purchase a full-blown server, as an interim step Goritsas chose twin Dell* desktop computers with Intel® Pentium® 4 processor technology to provide a centralized point of access to files. Goritsas says that the size of the files and amount of raw training material created by Enna has increased so much that it was impossible to continue maintaining two complete packages of their training materials on their notebooks. While Goritsas knows the purchase of a full-fledged server environment is not far in the future, the twin Dell* desktops with Intel® Pentium® 4 processor technology give them the file centralization needed to allow greater sharing of resources.

Key Advantages

For Enna, flexibility during growth is critical. The combination of wireless and VoIP allows the company to move locations freely while still providing customers with stable access to support.

When deciding on a technology platform, Enna consciously chose to base all their tools on PC and Windows-based technology to ensure high levels of compatibility with corporate clients. Since companies like Adobe and Macromedia are developing increasingly sophisticated design tools, and have algorithms to more easily transmit files between computers, Enna has found standardizing on a PC platform to be the right decision.

“We are a graphics-intensive company. With our



notebooks and desktop computers, we are not constrained by the older traditional design technology," says McLoughlin. "Our customers work on PCs, so developing our products on a PC platform makes sense. It reduces testing cycles and allows us to ensure our tools work perfectly every time."

To manage their online shopping cart, Enna chose to work with a Web hosting firm in the U.S. which fulfills their online orders securely. "We are outgrowing this solution quicker than expected and will revisit it early next year," says Goritsas, adding they will look to a hosting solution that allows greater management in the coming months.

VoIP Eases Business Moves & Growth

When Enna was founded, McLoughlin and Goritsas knew they would need to establish a more formal office environment at some point. By choosing a VoIP phone service provider for their company's main phone number, Enna can leverage its high-speed Internet connection to make and receive phone calls, as well as maintain their phone number regardless of where in the world they happen to be working.

"I went to Vancouver, Washington for a week to work on a project, and people calling in thought they were calling Oakville," says McLoughlin. "It's great. You can huddle around your notebook, be on the phone and be productive. That's a huge advantage for a growing company."

With expectations of further growth, being able to maintain the same phone number through multiple moves was also critical. "We are going to have to grow and move again so we don't want to cause disjoint with marketing sales and our clients' ability to contact us," says Goritsas. "With VoIP and our Web site, our customers can get a hold of us no matter where we are."

Wireless Saves Sales

The wireless decision has yielded financial benefits to Enna. While travelling in Brussels near the European Union buildings, Goritsas was able to connect to a wireless network, fix a problem with the server and ensure their online store remained open for business.

"We could have lost five thousand dollars worth of sales," recalls Goritsas. "Wireless technology lets us run a business and make critical decisions. That one incident paid for the technology."

Connection Convenience

For Goritsas, convenience and the increased battery life made possible by notebooks with Intel® Centrino® mobile technology were the biggest selling point for wireless.

"It looks more professional for me to be able to walk into a sales meeting, turn on my notebook and start the presentation. I don't have to crawl around on all fours looking for a connection to demonstrate our products. It increases our professionalism," he said.

"I can't always be plugged in and the programs we run require a lot of processing and RAM," adds McLoughlin who travels regularly to the U.S. and Europe and needs access to information from hotspots

at the airport. The added bonus of the Intel® Centrino® mobile technology is the extended battery life, and processing speed is key to completing his development work.

Training Tools Save Thousands

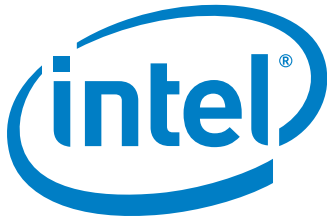
For the clients of Enna, the savings realized by lean manufacturing are significant. One such client is Oregon Metal Slitters in Portland, Oregon; a regional producer and distributor of sheet steel products that has 55 employees and generates sales of \$36 million.

"Enna really fits the bill. This software is so easy to use, it allows us to run a [lean manufacturing] program even if we don't have a full-time person for it," says Hans Polte, Operations Manager for the company.

The results for Oregon Metal Slitters are staggering. They've seen a tenfold improvement in safety, and reduced lead times by 40%.

"We have a more vibrant workforce now," says Polte, adding overtime has been cut from up to 1000 hours a month to less than 200 hours a month since they started lean manufacturing. "We improved productivity and flexibility, which were our prime goals. We are trying to make it a permanent way of life."

McLoughlin relies on his HP Pavilion* notebook to develop the new products, services and tools that are saving Oregon Metal Slitters money on consultants, while allowing the company to further expand its lean manufacturing activities.



Future Uses

Enna is looking to expand its development environment to leverage lean manufacturing expertise from around the world. This will require the development of a virtual LAN to leverage the expertise of global developers, which will include the implementation of a server. Goritsas says that when they reach that stage, they will bring in external support to implement it.

"We are opening up a new market and we are at the cutting edge of this new model. We are looking at how we will continue to grow in this new business model and will need to rely on leading-edge technologies like Intel®," says Goritsas.

Find out more about a business solution that is right for your company by contacting your Intel® representative, or visit the Intel® Business Enterprise Web site at intel.ca/business or its industry solutions specific sites at intel.ca/business/bss/industry.



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