



B&L NEWS

ENTERPRISE RESOURCE PLANNING FOR METALCASTERS

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CEO's Corner



One of the things my dad, Dick Laney, co-founder of B&L, always emphasized was service. "Serve the customer better than anyone else, and you'll keep them for life," he would say. We continue to keep this business principle alive today at B&L... and will continue into the future. B&L's Technology & Support Department does a fantastic job, day-in and day-out, responding to customer questions. Here's a sample of what they recently encountered:

- "We would like to cost our sand with the additives for Pepset parts. How do we do this?" *Canadian Steel Foundry*
- "We employ LEAN Manufacturing. How do we move products from one value stream to another?" *Illinois Die Caster*
- "How do I apply different metal surcharges to multiple parts for the same customer?" *Indiana Iron Foundry*



Dick Laney

It's this kind of interaction with our customers that defines who we really are. **B&L helps metalcasters improve their business processes.** It's achieved through a combination of technology, consulting, training and support. An ERP (Enterprise Resource Planning) system is a living, breathing entity that requires a certain amount of on-going care and feeding, beyond implementation, to yield the tremendous benefits within. Know that you're not in it alone. B&L's Technology & Support team is there for you, backed by the entire company to assist in responding to your requests and needs.

Sometimes, customers can be irritable when submitting a question to the Support team. We understand it can, at times, be frustrating working with technology. The Support team does a wonderful job of maintaining their poise and composure, while relating how complex software processes relate to our customers' business process. I'm very thankful for each individual in the Technology & Support Department because of their dedication, knowledge and sense of commitment to you, our valued customer. Joe Harmon, VP-Technology & Support, provides the quality leadership necessary to achieve our customer-focused results. For example, the Support Desk experience is always one of the highest rated aspects of working with B&L on our bi-annual customer satisfaction survey.

We know B&L must grow and evolve as a support organization, so we continue to incorporate new services, such as Rapid Support, on-demand videos and a variety of automated, self-service tools via our website. Also, a new Support team member was recently added to increase our bandwidth within the department. B&L spends more on support than most other software companies our size. But then again, right from the beginning, we're not like most other software companies.

As always, thank you for your business. I hope to see you at Spectrum!

Philip J. Laney, President & CEO

SPECTRUM 2015

AGENDA

SUNDAY SEPT. 27th	Event Registration (2:00pm – 4:00pm)
	Welcome Reception* (5:00pm – 8:00pm)
MONDAY SEPT. 28th	Breakfast (7:00am)
	General Sessions (8:00am – 9:20am)
	Breakout Class Options (9:45am – 11:30am)
	Lunch (11:30am)
	Breakout Class Options (12:30pm – 4:30pm)
TUESDAY SEPT. 29th	Customer Appreciation Dinner* (5:30pm – 9:30pm)
	Breakfast (7:00am)
	Breakout Class Options (8:00am – 10:00am)
	Keynote Speaker (10:15am – 11:30am)
	Lunch (11:30am)
	Breakout Class Options (12:30pm – 4:00pm)

**Spouse invited*

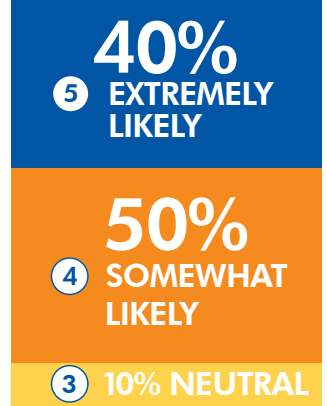
Complete details at
www.BLInfo.com/Spectrum2015

Recommending Spectrum

It's recommended that you attend Spectrum!

When asked "On a scale of 1-5, how likely would you be to recommend to a colleague that they attend Spectrum next year?" 90% of the respondents to last year's Spectrum survey answered **Likely** (either **somewhat** or **extremely**).

Why? Because attending Spectrum helped them get more out of Odyssey.



Metalcasters come to Spectrum to **LEARN***

"Still learning things after several years of using."

"What to expect as our company moves forward with Odyssey"

"User application stories both successes and pitfalls to avoid."

*(*Actual quotes from past attendees when asked what they liked about Spectrum)*

Metalcasters come to Spectrum to **CONNECT***

"In general talking to other clients and swapping ideas."

"Hearing feedback about shop floor data collection from other users."

"Talking with another company on how we have similar needs and gaining some "tricks"."

"Hearing about similar issues other companies are having, or ways that they are tackling an issue we are having"

"The one-on-one communication with other companies trying to accomplish the same thing as our company and the availability of B&L people to discuss your issues"

*(*Actual quotes from past attendees when asked what they liked about Spectrum)*

People come to Spectrum to **ENJOY** the host city as they learn and connect.

Spectrum is hosted in a different city every year. This year, you'll get a taste of the city that will host the AFS's CastExpo in 2016, Minneapolis! To learn more about some of the amazing things to do in Minneapolis (besides the Mall of America), check out the city's videos at www.minneapolis.org/blis

FOLLOW US:



Guest Events at Spectrum 2015

With the Spectrum Spouse Registration, your spouse or guest is welcome to join us for the Sunday reception, Monday Riverboat Cruise and - new for 2015 - a Minneapolis Riverwalk Food Tour, exclusive to the guests.

Sunday Evening - Welcome Reception



Say hello to old friends and colleagues or meet new ones at the Welcome Reception on Sunday evening. The Hiawatha Rooms at

The Depot will be open wide so you can mingle, enjoy some fantastic food stations with your usual beverage of choice or try some local craft beers. This gathering is purely social to welcome you to Spectrum 2015 and to thank you for coming to Minneapolis!

Monday - Minneapolis Riverwalk Food Tour (New in 2015)



Hungry for an off-the-beaten path Minneapolis food experience? Join us as we explore one of the city's trendy and

historical neighborhoods, Mill District and St. Anthony on Main in Northeast Minneapolis. We'll meet in the lobby of The Depot at 10:15am Monday, September 28th and you'll enjoy the afternoon at 5 different stops; sampling food at the first Thai restaurant in Minnesota, drinking local Minnesota brewed craft beer at the oldest restaurant in Minneapolis (non-alcoholic tastings available), and enjoy a local favorite - the cheese curds. You'll also enjoy mouth-watering pasta located in the historical Chase building and home-made gelato.

Monday Evening Customer Appreciation Night - Mississippi Riverboat Dinner Cruise



Step aboard the majestic Mississippi River's only luxurious charter yacht serving the Twin Cities of Minneapolis and St.

Paul as B&L welcomes you to our Customer Appreciation Night, Monday 28. From her elegant Grand Salon, breathtaking views from her Admirals Deck to spacious sun decks, the Paradise Lady will captivate like no other charter yacht on the river. Our cruise will take us up the great Mississippi to the St. Anthony Falls where we will experience going through the locks and bring us back down river. With the banks of the river expected to be in brilliant fall color, relax and enjoy the view with the backdrop of the Minneapolis/St. Paul skyline.



1 Odyssey Experience Room – Version 2.0

For Spectrum 2014, B&L introduced the Odyssey Experience Room for Metalcasters. For Spectrum 2015, the Odyssey Experience room has been updated to include the new Web User Interface (UI) for a hands-on experience with the newest version of Odyssey. Attendees will also able to:

- Clock-in, job-on and/or off production, and experience the Quality Viewer.
- Create a wide variety of transactions, including: production, scrap, indirect, setup, downtime, material inventory, physical inventory and equipment analysis transactions
- Access Intelligent Views and/or data views as you prefer.
- Look behind the scenes at Shop Cards, Process Sheets and Work Orders.

Join at any time, as your schedule allows, to ask questions on the topics highlighted and a chance to learn-by-doing. There are no set times. Use a variety of display devices commonly used in production environments to experience the new Web UI in SFM mode.

2 Interactive Customer Case Study Break-out Sessions



AcmeAlliance

LEAN and Odyssey: Odyssey with LEAN Methodologies

This session will cover the basic LEAN principles, and how Acme Alliance implemented and sustained Odyssey to fit into their LEAN environment.



PORT CITY GROUP

Shop Floor Manager Module's Time and Attendance.

This session will review how Port City Group is using Odyssey and the Shop Floor Manager for their front end time and attendance needs. PCG will share how they are using the Attendance module to track and provide reporting for attendance violations and keep track of both points and warnings; as well as will the obstacles and challenges implementing this module and interfacing with ADP.

3 Stand-Out Classes*



Improving your Business Processes - Lessons Learned from Kaizen

Instructor: Frank Roorda - Frank is proficient in all areas of Odyssey, particularly in the plant operations. He has worked with a number of clients on installations of ERP in LEAN environments.



Using Intelligent Views (IV) to Track your Key Performance Indicators (KPI's)

Instructor: Kevin Carlson - Kevin is proficient in most all areas of Odyssey, particularly in the plant operations. He is one of B&L's in-house Crystal Reports and Data View/IV experts.



Scheduling: Material Requirement Planning Focus

Instructor: Mark Danly, B&L business partner - Mark has been involved in many facets of manufacturing operations for over 30 years. He works with companies to perform operations analysis and to implement productivity improvements. Such analysis includes lean manufacturing solutions, inventory control and purchasing systems, project management techniques, and production control systems.

*This excerpt highlights a few of the many classes offered at Spectrum.

Q1 2015 Milestones

B&L's Professional Services Department has been very busy this quarter getting new Odyssey clients set with training. So far there have been four go-lives with Phase 1. (It's common for customers to create a phased implementation plan based on their specific business needs).

Meanwhile, the Business Development team has continued to meet with metalcasters at industry tradeshows, at their offices and via the Internet to demonstrate the Odyssey difference. Now is even more to show with the new Odyssey Web UI — which can be used from any browser-based device. If you have questions about the Web UI or Odyssey SaaS, they would be delighted to answer them.

Q1 New Customer Signings	Phase 1 Go-Lives
<ul style="list-style-type: none"> • AFK Corporation • Dyersville Die Casting • Serv-All Die & Tool Co. • SouthEastern Foundries Corp. • Wilkast, Inc. 	<ul style="list-style-type: none"> • Aero Metals, Inc. • Omaha Steel Castings Company • Richland Center Foundry, LLC • MetalTech (Precision Gauge)

Odyssey Education Options

In addition to the free on-line training options (FAQ materials, hundreds of Rapid Support documents, monthly webinars, and an extensive video training library) accessible 24/7, B&L offers live group classes on Odyssey topics several times throughout the year.

Odyssey Boot Camp:

Follow your data from "Quote to Cash" and "Requisition to Pay" in this hands-on kick-starter to key Odyssey modules. Over the course of two days, experienced trainers will be demonstrating methods used to enter data and assisting students with company specific questions, as well as providing a high-level overview of the integration of the entire Odyssey software system.

- August 13th – 14th, 2015 (Web or Windows UI)
- November 12th – 13th, 2015

Crystal Reports:

From Job Costs to On-Time Delivery to Shipping Documents, you need information to ensure your metal casting organization is running smoothly. In this class you will learn how to use Crystal Reports and how to navigate the Odyssey Database.

- August 11th – 12th, 2015
- November 10th – 11th, 2015

Sign up at www.BLInfo.com/Events

