

Papier Masson Implements Wrapmation's new TRAQ Manager  
to Cut Costs and Satisfy Customers  
*Ted McDermott, Technology Editor Solutions!(Paper 360) Magazine*

What if a paper mill IT system came along with the ability to integrate to existing systems without custom interfaces, cut IT maintenance costs, transform customer response time from a day or two to less than an hour and would cost significantly less than other available systems? Does it sound too good to be true? Papier Masson Limited's (PML) September 2005 upgrade to Wrapmation's .NET version of TRAQ Manager provides all this and more. Wrapmation's new Microsoft .NET version of TRAQ Manager has enabled PML and Wrapmation's other customers to reap the benefits of open architecture. Jean Bigelow, Technology Director at PML, says the biggest advantage of the .NET framework is: "It is easy to use, easy to maintain, easier to integrate with other systems and we could not live without the new TRAQ Manager system".

*Papier Masson Limited*

Papier Masson Limited (PML), a newsprint mill in Gatineau, Quebec has recently become part of White Birch Paper, who is based in Greenwich, CT. In 1999, Papier Masson Limited was determined to develop new business processes and realized that an integrated MES would be critical to improving their operations. PML chose the TRAQ Manager Roll Tracking System from Wrapmation. It was installed in 2000 and updated to .NET technology in September 2005. The upgrade was part of a larger wrapline upgrade project. PML has also implemented a strategy to standardize on Microsoft (MS) technology where ever possible to reduce the need for IT maintenance on multiple platforms.

*PML's TRAQ Manager System*

The original PML TRAQ Manager system consisted of the following modules:

- Order Entry
- Block Scheduling and Planning
- Quality Tracking and Management
- Winder
- Wrapline
- Warehouse Management & Hot Loading
- Shunter
- Clamp Truck
- Dispatch
- Shipping & Automated Documents (EDI, Autofax, etc.)
- Freight.

The .NET technology added modules to support customer profile / complaint tracking, Enhanced Quality Management and improved warehouse management. It enables wireless RF on the clamp trucks to run via standard MS PCs which enables much more functionality to be added. In addition, there is "disconnected" clamp truck technology that allows a clamp truck to leave the warehouse area and seamlessly reestablish RF communications when it returns to the warehouse. .NET's Enhanced Internet functionality also includes third party integration (comprising mapping and routing for carriers) and web services for enhanced communications with customers. The .NET upgrade will extend the system's life for another 7-10 years.

A high level work flow and functional integration points to PML's other systems is depicted in Figure (High Level Work Flow and Information Exchange). TRAQ Manger is also integrated to the centralized Data Warehouse along with feeds from Finance, CRM and Quality. However,

TRAQ Manager maintains the complete roll history. Linda Provost, TRAQ Manager System Owner at PML, states: “We can always know ‘what happened when’ and it has eliminated the ‘information chase’ when a customer calls with a question. The ease of integration has made getting information into and out of TRAQ Manager a relatively painless process.”

### *The Right Partner*

When a new MES system gets statements like “can’t live without it”, “easy to use”, “a better value than anything else out there” and “.NET has greatly improved our reporting and customer service capabilities” it should be big news in the paper industry. Beyond the .NET technology advantages and the reduced operating costs, PLM has credited much of the systems success to Wrapmation’s partnering, customer centric approach. Jean Bigelow points to three areas where Wrapmation has excelled:

- 1) They know our business, and have gotten to know our people and opportunities / issues first hand
- 2) Partnering approach to improving the product and new functionality requests get incorporated fast, in the next release vs. “we’re working on that for a future release”
- 3) Customer Service Level is excellent, if there is a question someone is there to answer it right away.

TRAQ Manager fits into PML’s Microsoft technology standardization strategy across the mill. This strategy has eliminated the need to hire specialized IT support folks. The same people that work on TRAQ Manager can work on the SQL databases for Finance and the Data Warehouse as well as keep the PC applications up to date.

### *Bottom Line Business Impact*

Papier Masson chose Wrapmation’s .NET version of TRAQ Manager for three simple reasons:

- 1) Price & Value versus other options explored,
- 2) .NET technology advantages of ease of use, integration and maintenance and
- 3) Wrapmation’s partnership approach, responsiveness for new functionality requests and proximity to their mill.

PML has hit on the on a “Golden Triad” of reduced costs, increased productivity and increased customer service by implementing Wrapmation’s .NET TRAQ Manager system. This is a great success story about the right technology and supplier partnership being the right solution for a business challenge.

