

Kris-Tech's Journey to Clarity: A Digital Transformation Story with cableERP

How a leading wire and cable manufacturer partnered with InnoVites to track visibility, agility, and lasting operational confidence



From Family Business to Industry Force

Founded in 1984 by twin brothers Gerry and Glenn Brodock, **Kris-Tech Wire** was built on the simple, but powerful belief that people come first.

Over four decades, the company grew from a modest operation into a thriving manufacturing campus in Rome, New York, known for its speed, agility, and unwavering focus on customer service.

Kris-Tech does more than manufacture wire and cable; it builds trust. Whether it's delivering precise custom orders or responding quickly to evolving client needs, the team is driven by a culture of ownership, collaboration, and doing things right the first time.

But as the business grew, the systems behind that customer promise began to strain under complexity.



The Challenges: Growth, Complexity, and the Spreadsheets of Uncertainty

In the early days, spreadsheets and tribal knowledge worked. But over time, Kris-Tech's team started feeling the weight of their own growth.

Cost models were scattered across files. BOMs (Bills of Materials) lived partially in documents, partially in people's heads. Teams made smart decisions, but not always from the same data. And the complexity of the product, with length-based part numbers, copper volatility, and serialized reels, made even simple questions feel hard to answer.

“

“We didn't always know what we had in inventory, where it was, or what condition it was in.”

“That lack of visibility became a bottleneck, not just for operations, but for strategy.”

— IT Director, Solomon Maricle

”

Kris-Tech's existing ERP, a heavily customized version of Microsoft Business Central, became more of a barrier than a solution.

Over-customization had locked the business into workflows that no longer served its direction. Inventory tracking was disconnected. Reporting was manual. Teams worked hard but spent more time interpreting data than acting on it.

“

“We needed clarity. We needed one version of the truth,”

“And more than anything, we needed a system that understood the complexity of what we do.”

— VP of Finance, Bob Pagano

”

The Solution: Purpose-Built Technology, Backed by Strategic Partners Who Understand

Kris-Tech was already preparing to upgrade to Microsoft Dynamics 365 F&O when they came across **cableERP by InnoVites**. It was an introduction that felt less like discovering new software and more like finding a familiar language.



“We didn’t have to explain what made our business unique, **InnoVites** already knew.”

— Kris-Tech Wire

”

What set **cableERP** apart wasn’t just its features, but the alignment between platform and process.

It came with built-in functionality for the **wire and cable industry’s toughest challenges**:

1. **Better production and sales order handling**, including feet on a reel and total quantity of reels, without clunky workarounds
2. Real-time **copper pricing simulations**, tied directly to quotes and costing
3. **Inventory tracking** that understood the hybrid nature of wire, both a discrete product and a continuous process
4. Streamlined support for **serialized reels**, dynamic BOMs, and production variations

Perhaps the most critical win was in product catalog management. Kris-Tech needed to support products that could appear in up to 30 variations, and previous attempts to flatten those variations had resulted in astronomical item counts. InnoVites helped the team rethink its structure without compromise, creating an elegant, flexible solution.

And it wasn't just about software. InnoVites showed up with the **right people, the right mindset, and a real commitment** to seeing the project through. From on-site support during a snowstorm to strategic advice during catalog redesign, InnoVites was more than a vendor—they were strategic partners.

The Rollout: One Year of Thoughtful Transformation

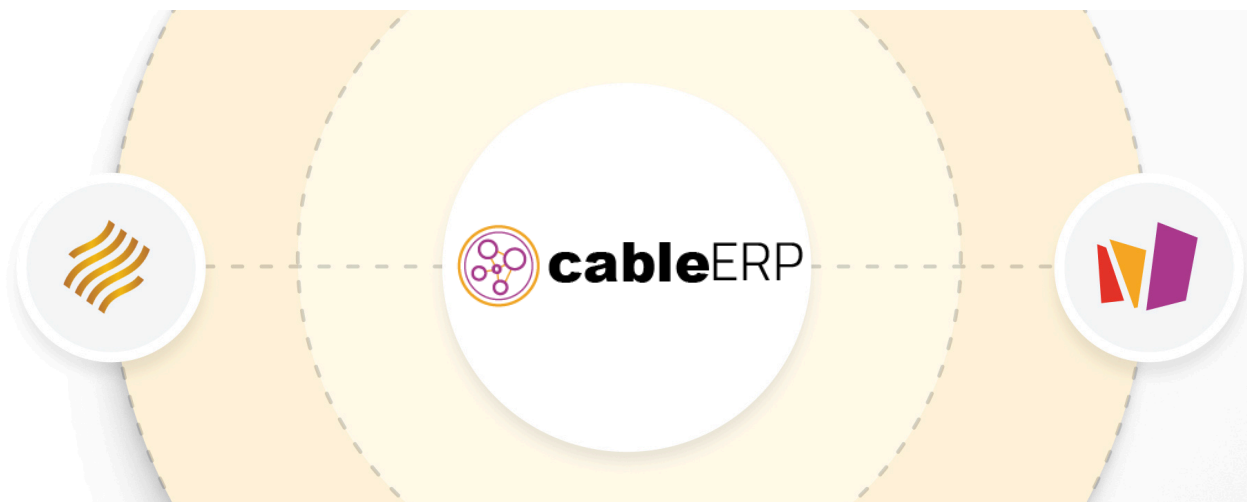
The implementation took a full year, from kickoff in January 2024 to go-live in January 2025. With InnoVites by their side, Kris-Tech approached it not just as a system swap, but a business transformation.

Sure, there were learning curves. Redefining legacy processes. Training users. Fine-tuning master data. But the team stayed aligned and embraced change. The result was a stronger foundation, not just for IT or Finance, but for the entire business.

“We had our bumps, but our teams were ready for better tools. People saw the value, and they leaned in”

— Kris-Tech Wire

”



The Impact: Clarity, Control, and Confidence

Today, Kris-Tech operates with more speed, precision, and visibility than ever before. Some of the most noticeable improvements include:

- **Inventory Accuracy:** The team can now track, trace, and trust their inventory, from serialized reels to scrap remnants.
- **Faster Customer Response:** Order confirmations and documentation that once took days now happen in minutes.
- **Operational Alignment:** Sales, Finance, and Production work from a shared data foundation, enabling better collaboration and faster decisions.
- **Scenario Planning:** Weekly changes in copper pricing can be modeled quickly, enabling smarter pricing strategies and less risk.
- **Scalability:** With clean data and smart structure, Kris-Tech is positioned to launch new SKUs, enter new markets, and scale up, without reengineering the ERP each time.

“

“The biggest game-changer? Visibility. We know what’s happening, where it’s happening, and what to do next. That clarity is priceless.”

— Kris-Tech Wire

”

Beyond IT: A Cultural Shift Toward Ownership

More than software, this digital transformation sparked a mindset shift.



“We’re now a company that leads with data” — VP of Finance, Bob Pagano

“We’ve moved from asking questions like, ‘Do we have this?’ to answering, ‘Here’s what we have, and here’s what we should do about it.’”

Looking Ahead: Building a Connected Future

With cableERP in place, Kris-Tech is laying the groundwork for even more innovation. Their roadmap includes:

- **Integration of shop floor systems** for real-time machine data and traceability
- **Automation pilots** in extrusion monitoring and quality control
- **A self-service customer portal** built on their CRM system

“

“We want to create a one-stop hub where sales and service teams can find everything — customer info, inventory, orders — all in one place.”

“We couldn’t have done that without first solving the ERP layer.”

— IT Director, Solomon Maricle

”

Looking back, Kris-Tech’s leaders agree on one thing: They wish they had done this sooner.

“

“ERP transformation isn’t just about fixing today’s problems. It’s about enabling tomorrow’s growth.”

“Choose partners who understand your industry. Be ready to challenge the status quo. And most importantly, treat it not as a system upgrade, but as a cultural shift.”

— Kris-Tech Wire

”

InnoVites + Kris-Tech: Partnership in Practice

Throughout the journey, InnoVites approached every challenge with empathy, experience, and a commitment to doing what’s right for the long term.



“

*“They weren’t just vendors. They were our guides, our collaborators—
and at times, our safety net.”*

“That kind of partnership makes all the difference.”

— Kris-Tech Wire

”

Kris-Tech’s journey with InnoVites and cableERP was about more than upgrading technology. It was about laying the groundwork for a smarter, more connected future.

With greater clarity, confidence, and control, the team is now equipped to scale with intention, respond with agility, and serve customers with more precision. At the heart of it all is a partnership built not just on software but on shared purpose, trust, and a deep understanding of the wire and cable industry.

Working closely with our partners provides InnoVites with crucial feedback to improve the system. The Kris-Tech go-live provided us with direct user input for **future product enhancements, including new capabilities, preference options, documentation guides, and user interface improvements.**

Collaborating with a company like Kris-Tech, which focuses on continuous improvement and building trusted relationships, was fun and constructive for our team.

Strategic Partner for Digital Transformation
In The Wire & Cable Industry

