

# The flexibility of IFS helps MagnaFlow bring its high-performance automotive products to a global market



MagnaFlow's success in accurate fulfilment, and rapid turn-around and dispatch of customer orders around the world required an enterprise backbone on which its business success relied, and one that was easy to use throughout the business and at scale as the company grew. It found its solution in IFS.

MagnaFlow has designed and manufactured its products in Southern California for over 30 years, distributing its range throughout the United States. Today the company also has distribution in Italy and Canada, and sells its products globally. The manufacturing process and supply chain are complex, where parts (and part numbers) can run into hundreds in any given order.

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According to the Vice President of Information Technology at MagnaFlow, they found their solution in IFS. "We build high-performance products that look and sound great. "We want our customers to believe in our reputation and the MagnaFlow brand, so we produce the best sounding, best performing and most durable exhaust components in the world, most of which have lifetime warranties."

From the outset, they liked the ease of use. Many people were used to using Microsoft® Excel® spreadsheets; with IFS, they saw many similarities. The learning curve was a lot lower than going to a completely unfamiliar system, which was a key benefit.

## About MagnaFlow

With over 30 years of providing quality exhaust products for its customers, MagnaFlow's Stainless Steel Performance exhausts are made for daily driver, off-road truck, performance hot rod or any custom project. Made in the USA, engineered to last and sold worldwide, MagnaFlow delivers performance sound and power for American muscle cars, gasoline and diesel trucks, and Euro/ sport compact cars.

[www.magnaflow.com](http://www.magnaflow.com)



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VP Information Technology,  
MagnaFlow

## Flexibility in a fast-changing market

IFS has enabled MagnaFlow to become more flexible with its customers. Their market has changed – where once they shipped large freight orders with hundreds of lines per order; now it is common for them to ship hundreds of orders each with only one line to different locations throughout the world. This flexibility has allowed them to maintain quality, keep customers happy and meet their delivery promises.

For instance, in distribution, they added a warehouse management system connected into IFS so they could use top-rated scanning technology and directly relate it to the data in the IFS system. As orders came in, they would be sent into the other system, picked, dropped onto a conveyor, packed and shipped—and all the data from those processes would go right back into IFS. Another key area where the flexibility of IFS proved a boon to MagnaFlow was the orders themselves. Instead of having an order entry person type in the orders, they started using another system for document automation. They would take faxes and emails, convert them via EDI, and automatically drop them into IFS and process them that way.

With all the systems they had and IFS at the core, they could get an order and within 15 minutes it would be on a conveyor and ready for a truck. So parcels that used to go out 30 a day could now go out 400 or 500 a day.

## Agility from modularity

One element in IFS that has proven its worth to MagnaFlow is its extensive built-in analytics tools, putting highly relevant business intelligence directly into the hands of end users in real time.

At the start, business intelligence wasn't really important to MagnaFlow. But after they had been running IFS for a few years, they realized they needed that extra piece and really liked its modularity. Built using a modern, component-based, service-oriented architecture, IFS is made up of discrete software objects or modules that can be selected and configured based on your specific business needs, as and when you need them.

## The fruits of partnership

As MagnaFlow continues its growth, the company looks to further expand globally. Meeting regulations and understanding requirements in different countries—even in different states in the US—is essential and they have to be agile to grow.

IFS's global footprint with staff in different parts of the world is an important element in MagnaFlow's relationship with IFS. For example, when they need help in Italy, they are easily able to get the right resource in Italy.

## Benefits

- Ease of use and low learning curve
- Component-based, service-oriented architecture, with modules that can be selected, installed and configured as and when required
- IFS's global footprint with support on the ground in MagnaFlow's markets



## Find out more

Further information, e-mail [info@ifs.com](mailto:info@ifs.com), contact your local IFS office or visit our website, [ifs.com](http://ifs.com)



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“I believe IFS is vital in the sense that we have got from where we were 10 years ago to where we are today with IFS. We have more than doubled in size in a market that’s changing faster and more rapidly as time goes by. We know we have IFS here to assist us with the technology they put into each and every release to help us get to that next level. We are glad that we have partnered with IFS as it will assist us in moving on, and helping our customers as well.”

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