

# SMART processes increase the flow of sales



BY MELISSA SNOW

**G**osco Valves, a global leader in the severe service ball valve industry, engineers and manufactures niche, high-performance valves made to order for customers around the world.

The Oakville, ON-based company began in 1985 as a distributor of valves, actuators and process instrumentation. In the early 1990s, Gosco surveyed the process industry and found that the available technology did not address many of its customers' concerns. Confident that it had the technology to offer a value-added product, Gosco assembled a top-level team, allowing the company to manufacture niche valves for high cycle, high temperature, high pressure, abrasive and chemically aggressive industries.

Gosco continuously invests time and resources into improving its business operations and current product lines, and developing new products to address changing market needs.

When faced with steep competition from larger, global corporations; declining global economic growth coupled with reduced oil demand resulting in

its end users adjusting their operating plans and capital programs, Gosco experienced a 30 per cent reduction in business. To remain competitive in

our sales volume, reduced quote turnaround times from five-seven days to one-two days and reduced delivery times to six-eight weeks compared to

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the global marketplace it was essential to automate its business processes through the implementation of a fully integrated ERP (enterprise resource planning) system.

“We saw the need but we wouldn't of have done it without SMART,” said Gosco CEO Tom Gosling. The company received a grant from the SMART Program, which was funded by the Government of Ontario and administered by CME.

“SMART is the only grant that had an immediate effect on our daily operations,” added Cheryl Duivesteyn, business development strategist for Gosco. “Through the implementation of the fully integrated ERP system, we doubled

the industry standard of 20 weeks.”

Now the company is faced with a new challenge. “We can't hire fast enough right now,” said Gosling.

To keep up with the increased sales volume, we have applied for a second SMART grant for Six Sigma certification.

“You need to invest when times are tough,” explained Gosling. “The government needs to focus more programs on LEAN manufacturing rather than R&D.

“We need more programs like SMART.”

Gosco has built its business by working with its customers to find the best solution for their process needs and intends to use this philosophy to continue its growth. **2020**