

# Marler Takes a Proactive Approach to the Future With SAP Business One

**SAP**<sup>®</sup> Business One



  
Vision33

# ABOUT

Based in Red Deer County, Alberta, Canada, Marler Integrity, Inc. (Marler) is a trusted partner to pipeline operators, performing in-line inspection setup and support and pipeline maintenance. The company has the crews, equipment, expertise, and creativity to provide practical solutions for standard and non-standard pigging and pipeline activities. Marler also provides AGM surveys, tool tracking, launcher and receiver rentals, bolt up, infield transport, and natural gas compressor services.



Visit them at [www.marlerintegrity.com](http://www.marlerintegrity.com)







## Time to Put the Pieces Together

Ray Marler, the company's president, has 30 years of experience in the pipeline industry. He started Marler 15 years ago and has helped his operational teams become leading authorities in Alberta pipeline maintenance.

Ray built several small programs to handle Marler's payroll, job tracking, and other business functions. "I've been programming my whole life," he says, "but I didn't realize enterprise resource planning [ERP] solutions existed. I envisioned what ERP would be, and I was building a lot of it in pieces."

Marler's lack of standardization and integration became time-consuming and risky. The field staff had to submit their payroll on the honor system, and Ray manually compared it to time tickets in Excel.

## Way to Grow

Unlike many companies that implement ERP solutions late in their lifecycles, Ray explored ERP as a strategic way to grow his business.

"I want to step away from the office and leave it to some younger people," he explains. "I needed a single system to leave in place rather than make a million little improvements."

Most of the consultants Ray spoke with recommended SAP Business One. The affordable, easy-to-use ERP solution brings financials, accounting, inventory, and customer relationship management (CRM) together on one platform, providing up-to-the-second data and visibility into the entire operation.

SAP Business One empowers oil and gas companies to improve resiliency through field service management, vendor management,

streamlined operations, and powerful dashboards and reports.

The programmer in Ray was impressed. "When I saw SAP Business One, I was like, I could build it, but it would take me 20 years," he laughs.

Ray was also impressed by Vision33, SAP's largest and most experienced SAP Business One partner. Marler and Vision33 collaborated to implement SAP Business One, and Ray has customized it to suit Marler's needs.

"Because of my background, one of SAP Business One's selling points was its programmability at the user level," Ray says. "I've built a bunch of queries, and I'll keep building them as I learn more. That's how you get the power out of the system."

SAP<sup>®</sup> Business One

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## A Bright Future

Marler has increased efficiencies and minimized risk with SAP Business One. “Now, when we do a field ticket, the time and information flow directly into the system,” Ray notes.

Marler’s salespeople are happy SAP Business One gives them a clear view of profitability by job. “From a margin point of view, we get better optics,” Ray says.

Ray and his team are building formal, standardized processes and procedures in SAP Business One to pursue larger clients.

And when he’s ready, Ray can retire with the peace of mind that comes with having technology that will allow his business to run simple, grow fast, and drive profit.

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Vision33 ([www.vision33.com](http://www.vision33.com)) helps growing companies deliver on the promise of technology through enterprise resource planning (ERP) solutions, including SAP Business One and Sage Intacct, automation, and integration solutions. Vision33 has the people, processes, and technology to help businesses solve everyday challenges and seize new opportunities for growth and transformation. With proprietary solutions such as iDocuments and Saltbox, Vision33 helps businesses leverage the right transformative technology for their digital transformation journeys.

#### **United States**

7545 Irvine Center Drive,  
Irvine Business Center,  
Suite #200  
Irvine, CA 92618  
Tel: +1 949 420 3300  
[contact@vision33.com](mailto:contact@vision33.com)  
[www.vision33.com](http://www.vision33.com)

#### **Canada**

210 Water Street,  
Suite #400  
St. John's, NL A1C 1A9  
Tel: +1 709 722 7213  
[contact@vision33.com](mailto:contact@vision33.com)  
[www.vision33.ca](http://www.vision33.ca)

#### **Europe**

1 Heathgate Place,  
Agincourt Road  
London, UK NW3 2NU  
Tel: +44 (0) 20 4526 8479  
[info@vision33.co.uk](mailto:info@vision33.co.uk)  
[www.vision33.co.uk](http://www.vision33.co.uk)