

TraFFix Doubles Gross Sales Without Increasing Headcount with Syspro



Customer profile

Established in 1986, TraFFix Devices manufactures traffic control devices and crash attenuation products. The company's products are designed and engineered to meet the highway requirements of countries worldwide, which demands engineering excellence and a clear understanding of performance standards in each market. TraFFix is a leading player in the attenuation space, with major market share in the United States.

The company sells through distributors, resellers, contractors, state Departments of Transportation (DOTs) and other government organizations.

Outgrowing the existing systems

TraFFix had outgrown its existing systems and needed a fully integrated ERP to support its growth along with short- and long-term objectives. The company wanted to be better at everything: sell more, carry less inventory, improve the customer experience and process the same or more transactions without adding headcount. It also wanted to reduce its reliance on paper, react to the market with more agility and make faster decisions without getting bogged down in repetitive tasks.

The requirement went beyond a system that fit at the time of implementation. TraFFix needed a platform with capabilities it could adopt over the next three to five years and beyond, backed by a vendor with a track record of continually improving the software and introducing new features as they were needed.

"This approach led us to Syspro. We met Kevin Bell, Syspro VP, Pre-Sales; and he took us through an impressive demo, it was clear Syspro met our criteria. They also showed us how they planned to implement their software which we liked better than the other packages we saw."

- Bob Wielenga,
Executive Vice President, TraFFix



REGION

Americas (United States)

KEY CHALLENGE

TraFFix had outgrown its existing systems and needed a fully integrated ERP to support growth, warehouse digitization, improved customer delivery and operational efficiency.

KEY BENEFIT

Doubled topline revenue without increasing headcount. Real-time visibility across manufacturing, operations and finance with measurable cost savings, reduced rework and improved accuracy.

INDUSTRY

Industrial Machinery and Equipment

END USER MARKET

Traffic Control and Highway Safety

SOLUTION

Syspro



Selecting Syspro

TrafFix evaluated multiple ERP providers against several criteria: the solution should be recognized by industry experts, developed completely in-house (not assembled from acquired products), modular with continuing development and fully integrated across accounting and operations.

Syspro met every requirement. TrafFix implemented Syspro in 2014. The company worked with Syspro Client Services throughout.

Doubled revenue, same headcount

Since implementing Syspro, TrafFix has doubled its topline revenue (gross sales) without significantly increasing headcount. A fully digitized warehouse has prepared the way for continual process improvements, including automation within warehouse and manufacturing operations. When every activity from picking to packing, shipping, cycle counting and production is managed through the system, operations become transparent and cost savings are measurable.

Syspro's supply chain management capabilities include self-generating lead times, providing accurate Available to Promise and Capable to Promise data. The TrafFix and Syspro team also implemented proactive notifications that surface information exactly when it's needed: warnings for possible duplicate orders, errors in order entry and changes in lead times.

"Having this information at our fingertips has improved customer delivery and enabled us to make informed decisions."

- Cobus Conradie,
Director of Information Technology, TrafFix

A partnership built on process

TrafFix and Syspro Client Services conducted a full business process review before implementation. The exercise aligned the organization and helped secure staff buy-in from the start.

One example: Syspro recommended that TrafFix move from an open pricing structure to a system-managed model. The goal was more accurate sales orders and the ability to update pricing quickly as market conditions changed. The company also transitioned from standard costing with manual variance accounts to a real-time average costing model, reducing the labor required to manage this area of the business.

"ERP is a marathon, not a race. It's better to keep improving continuously than to sprint and burn out. We've made vast improvements and will continue to do so moving forward."

- Cobus Conradie,
Director of Information Technology, TrafFix



Built on continuous improvement

Beyond the near-term gains of streamlined business processes, operational efficiency and a single source of truth, TrafFix has continued to realize the benefits of its system, treating ERP as a long-term program rather than a one-time project.

Results across the business

Across sales, operations, warehousing and finance, the gains are measurable:

- Doubled topline revenue and transaction volumes without increasing headcount
- Fully digitized warehouse where every activity is system-managed
- Single source of truth trusted across the organization
- Self-generating lead times for accurate Available to Promise and Capable to Promise data
- Proactive notifications for duplicate orders, entry errors and lead time changes
- More reliable, accurate sales orders through system-managed pricing
- Real-time average costing replacing manual variance management
- Improved customer delivery and satisfaction

20%
Gross Sales
Growth



About Syspro

Syspro is built specifically for manufacturing and distribution. Our ERP gives you a modern cloud platform with AI capabilities and decades of industry expertise, designed to keep your operations running efficiently and profitably, while you focus on growth. With Syspro, you can gain real-time supply chain visibility, automate order-to-cash to free working capital and ensure traceability and compliance by design. From family-owned businesses to some of the world's most established manufacturers, our customers have grown with Syspro for decades. With faster time-to-value, local implementation support, and solutions shaped around your industry, you can concentrate on building your business while we help it run smarter and faster.

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