



optimum
TOP LIDS
CASE STUDY
Manufacturing Solution Module

Top Lids

Top Lids is a build-to-order maker of the tightest fitting, most customizable, and safest aquarium lids on the market. Aquarium hobbyists globally trust Top Lids to protect their aquatic investments with handcrafted designer lids that function as an insurance policy and look like a piece of art.



The Goal

With an underserved market opportunity and the best product on the market, Top Lids needed to grow faster without sacrificing its sterling customer service and attention to product detail.

The Challenges

"Our software environment was really bad. Sometimes we had to switch into 3 or 4 different applications and multiple Google docs just to accomplish one seemingly simple task. It was very easy to miss things and we found ourselves spending a ton of inefficient time on administrative tasks which would have been better spent on customer acquisition." -Tyler Moon, CEO



Time

With limited time resources, a product that demands precision, and 14-hour workdays, the Top Lids team was already struggling to keep up with order volumes.



Disorganized Software Tools

A software environment that was disconnected, unorganized, and overly reliant on Google Docs. Lack of integration causing multiple logins.



Human Error

Many necessary tasks required multiple, time-consuming steps across multiple software applications and had become error-prone as a result.



Bloated Packaged Software

6 different software applications, including the Zoho business suite which was bloated with unnecessary features, difficult to learn, and not integrated.

Solution

After being frustrated with packaged software that didn't map well enough to their operational processes, Top Lids realized what they really needed was a software solution that could be easily customized to represent their exact process workflows. A solution that was part packaged software and part custom software. This is the essential approach of Optimum's Manufacturing Solution Module, which insures perfect-fit software no matter how many times your operational processes change. Every Solution Module has been built with customizability in mind.

1

Simplify

Instead of logging in and out of multiple applications that weren't talking to each other, critical software functions were combined into one environment. The Optimum Manufacturing Solution Module.

2

Customize

Unlike Zolo, where 90% of available functionality wasn't needed, focus on the much smaller set of critical functionality and customize the rest for optimal workflow efficiency.

3

Integrate

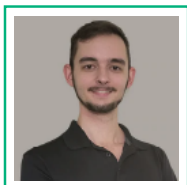
Integrate multiple software functionalities into one environment so that more tasks can be performed with just one login, and with more accuracy.

The Value

Ultimately, the Top Lids team was able to perform more critical tasks, with greater accuracy and confidence, with the same amount of people such that they are now able to allocate more time to new customer acquisition. "Workflow improvements mapped to our business processes really improved our efficiency and time management", said [Tyler Moon, Top Lids CEO](#)

- ✓ Tasks that used to require multiple logins and 3 to 4 minutes can now be accomplished with one login in a matter of seconds.
- ✓ Accuracy is greatly improved because the potential for human error caused by manual workarounds has been largely eradicated.
- ✓ New functionality can often be added in hours. This is simply not possible with traditional packaged software applications.

Accuracy and product quality also improved, "An aquarium manufacturer can be slightly off with their build and be ok. We can't. If we're even slightly off with our measurements, our lid won't fit perfectly and our customers will be unhappy."



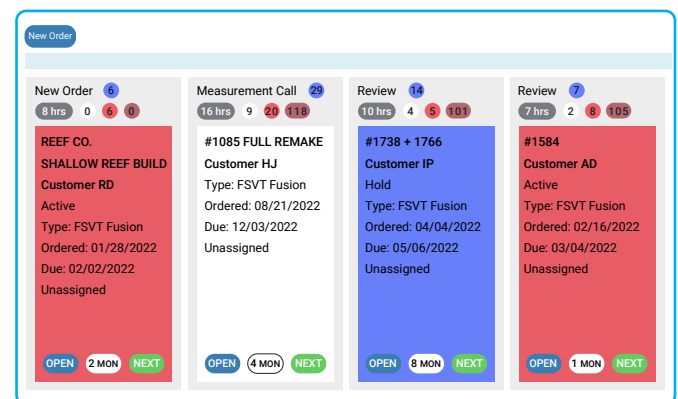
"Our Optimum solution is the reason we are able to grow our business."

TYLER MOON
CEO of Top Lids

Visualize, Identify, Optimize

By visually mapping the entire process from receipt of a new order to ultimately shipping a custom-built lid, Top Lids mapped all critical stages and tasks into the Optimum Manufacturing Kanban board. With administrative offices in the US and manufacturing in Brazil, this enabled everyone to see a consistent, accurate view of order and product status from anywhere in the world. Once implemented, the entire Top Lids team was able to:

- See real-time status for all orders from anywhere in the world.
- Quickly identify problem areas like potential process bottlenecks.
- Fine tune software workflows to precisely match work processes.
- Collaborate more effectively and manage customer expectations.



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