

A Success Story

Solution at a Glance

Industry

Home Improvement Distribution

Scenario

Managing existing business while adding e-Commerce functionality. Implemented the Excellence Series with Exerve – e-Commerce was a breeze.

Company Profile

The Client is the Largest In-Stock Distributor of Registers, Grilles, Diffusers, Louvers, Doublewall Vent Pipe, & Fire Dampers for Commercial, Residential, and Industrial use..

Situation

With the Excellence Series power and flexibility, the Client handled immediate needs, added new functionality when needed and is ready for new challenges in the future.

Software Used

SouthWare Excellence Series
Fully Integrated with
Financials
Inventory/Sales
& NetLink

Microsoft Windows 2000
Sun Solaris
Microsoft IIS 5
Apache for Solaris

Results

Seamless sales growth without more personnel. Bottom line - more gross profit.

Up In A Down Market!

With the Excellence Series already managing inventory, orders, and customer accounts – this Client goes 0 to € in 30 days.

The Client is the Largest In-Stock Distributor of Registers, Grilles, Diffusers, Louvers, Doublewall Vent Pipe and Fire Dampers for Commercial, Residential, and Industrial use.

The Client has delivered products from its warehouse located in the heart of Atlanta, Georgia since 1959. It manages over 5,000 inventory items and 100 orders per day – with 20% arriving via fax.

Step One

During early 2000, the Client decided that it needed a more powerful, fully integrated business solution to manage its growing inventory and client base. Continually, during the 90s, their business included more “do it yourselfers” as well as traditional contractors.

When they chose new software, they wanted a solution that could handle their changing business as well as their business growth and increasing complexity.

The Flexible Integrated Solution

The Client chose to partner with Exerve, Inc. and the SouthWare Excellence Series. The Excellence Series provided over 30 fully integrated modules to handle CRM, inventory, financials and executive reporting as well as tremendous flexibility and customization options via WorkFlow and Extended Data modules. This power and flexibility, combined with Exerve’s intimate business solution knowledge and experience, created a formidable e-Commerce arsenal for the Client.

Step Two – to E or not to E

Given their changing business and a downturn in “e-Commerce” during late 2000, the Client weighed their options to provide an additional channel for order processing and customer service. Since they were already getting quite a few orders via fax – the web seemed a likely opportunity to grow their business and provide more service.

NetLink – The Ecommerce Equalizer

The Client implemented NetLink, a fully integrated module of the Excellence Series to allow customers, vendors, and others to conduct business with them via the web. Because NetLink is ready to go “out of the box” – in less than 30 days, the web templates were customized to specification and appearance and were process “ready.” The move to “E” was quick and painless!

Exerve & SouthWare Excellence Series

"We are very excited. So far all of our expectations have been exceeded!"

President
The Client

Results

Web sales are growing consistently without disruptions to the Client's traditional business channels. Now, almost 10% of their orders are from new customers via the web. The E solution from Exerve required no additional employees or operating costs, making Exerve's E solution the Client's most profitable area of new business growth.

For more information about Exerve or the SouthWare Excellence Series, visit www.exerve.com

Visit SouthWare at www.southware.com

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