

A FEW OF THEIR FAVORITE THINGS

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Ralph Rader, Jr. - Vice President & General Manager

CLIENT SUCCESS STORY

Western States Tool & Supply of Hayward, CA opened in 1985, providing construction materials to the San Francisco Bay area and Northern California. With a "Do Whatever It Takes" mantra, this progressive distributor delivers exceptional customer service and continues to grow.

Company Facts:

- Location: Hayward, CA
- Industry: Industrial & Safety
- Previous Provider: Custom
- Website: Westernstatestool.com
- Buying Group: DPA, NAHAD, STAFDA

Features Highlighted:

- Industry-Specific Features
- Electronic Signature Capture
- Mobile Sales Tools & eCommerce
- Advanced Reporting

Benefits Gained:

- Streamlined accounting practices
- Gained data transparency via dashboards and reports
- Increased warehouse efficiencies with barcoding system
- Quick return on investment

Ralph Rader Jr., Vice President and General Manager, recently spoke about his company's experience transitioning to DDI's Inform ERP Software for industrial distributors from a mid-70's UNIX based system.

Transitioning for Success

Coming off of an old system can be intimidating. DDI System has developed a proven method for success that includes online and on-site training, documentation and more. DDI's implementation team worked closely with Western States Tool & Supply. Once they felt comfortable, about six weeks from pre-implementation, the organization went live on their new software solution. "Our entire team was well trained by our go-live date. Having a trainer on-site for the first week was a huge benefit! Inform's workflows are intuitive and make sense for our business operations. By the end of our transition week, we were all very comfortable."

Instant Results with Inform ERP

"The payoff and return on investment of Inform was very quick. Not only did we fine tune our operations but we can see so much more data. Overall, DDI's Inform ERP instantly provided a greater awareness into our business,

an awareness our previous software didn't provide." Ralph was quick to share other areas Inform has made a positive impact on:

On-the-Spot Cost Savings – Western States no longer needs to order custom forms or specialty paper. Inform's use of standard printers vs. dot matrix printers instantly reduced these overhead costs.

Finding More Time in the Day – The accounts receivables department was the first to free up time in their days. The ease in which payment postings are completed has shortened and simplified the process.

Intuitive Software Screens – Busy online, counter and delivery sales processes have been simplified delivering more with just a click or two. Intuitive Windows screens make training new employees a breeze. "We hired a new counter guy for our showroom about 6 months ago. We couldn't believe how he learned and fully understood the ins and outs of the system in less than 30 days!"

Warehouse Organization – With over 30,000 SKU's, this warehouse is always busy. 95% of their products are stored in designated bin locations, allowing new hires to become familiar and pull product with simple directions.

More Favorite Features

Inform ERP is an integral part of the day to day business of Western States Tool & Supply. Inform's many industry specific features help each department manage growth. When talking, Ralph noted a couple of features that have significantly contributed to his company's efficiency and profitability:

Data Transparency – "The dashboards are fantastic! The Sales Dashboards are my go to for everything related to receivables, back orders, open orders and more while the Executive Performance Summary report highlights a quick overview of my business at any given time. Inform's Advanced Report Writer is also outstanding. I can build custom reports based on the information I need. I also appreciate the ability to log into DDI's User Portal, download reports shared by other DDI users or DDI support team members, load them into my system and simply customize them. I get the information I need in less time and with automated delivery."

Electronic Signature Capture – DDI has also created a custom app for today's mobile devices. Delivery personnel capture signatures that automatically populate onto sales invoices. "We've utilized DDI's ePod solution since day one. Our company has a considerable amount of will call and delivery orders. With the electronic signatures presented on customer invoices there has never been a question of receipt."

Planning for a Mobile & Online Future

Increasing Mobility – Western States has recently incorporated DDI's mobile sales app for Inform into their operations. The award winning mobile app delivers vital unique customer information on the go. "Our sales team really likes it. Gaining remote access into customer details such as order history, outstanding invoices, and unique pricing has streamlined their quoting process, increased their follow up and made order entry much easier."

With the success of integrating the mobile sale app, this forward thinking distributor has planned to implement Inform eCommerce in the near future. This online storefront utilizes Inform's existing product and customer data, presents it as a live, real-time online storefront and puts online orders into their standard workflows. Inform eCommerce also generates a portal for their customers to review purchase history, print invoice copies, track account information and more. With DDI's Inform, the future of distribution mobility and online sales looks bright!



"We have absolutely realized a very quick return on our investment. The payoff in fine tuning our operations, data transparency, and ease of use has been astonishing over the first 18 months. We look forward to working with DDI System for years to come. I definitely recommend Inform!"