

TECHNOLOGY THAT AIDED IN DOUBLING REVENUE & INCREASING CUSTOMER SERVICE

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Troy Welch, President/CEO

CLIENT SUCCESS STORY

Pumps & Controls of Arlington, TX has been a successful master distributor of industrial supplies for over 26 years. Despite the uncertain economy of the last few years, Pumps & Controls has experienced continued growth due to their ability to provide top level customer service, achieve ongoing efficiencies in each of their operational areas and their willingness to take advantage of new technologies to drive out costs and improve sales.

Company Facts:

- Location: Arlington, TX
- Industry: Industrial & Safety
- Previous Provider: Custom
- Website: Pumpsandcontrols.com
- Buying Group: LMI

Features Highlighted:

- Wireless Warehouse (WMS)
- Inform CRM
- Contract Management

Benefits Gained:

- Reduced costs and increased sales with new technologies
- Gained ability to anticipate and meet customer needs quickly
- Streamlined operations and reduced errors in the warehouse
- Achieved ongoing operational efficiencies

Ten years ago, Pumps & Controls Inc. looked for a software provider that would be able to meet their existing need for automation and keep up with the continuing technology boom - leveraging innovation towards growth and a positive future. Pumps & Controls made the switch to DDI System's Inform ERP solution and has been growing with the system ever since. Troy Welch, President/CEO of Pumps & Controls, freely states that using the DDI System solution to manage his business enabled them to double their revenue with the same staff, bringing this company to over 10 million dollars in yearly revenue. Troy attributes their tremendous success to the huge time savings and greater efficiency his company was afforded when incorporating DDI's industry specific business solution.

A Customer Service Leader

One of DDI's strengths lies in streamlining operations with transparent information. Gaining the ability to see all customer account details on a single screen took Pumps & Controls to a new level in providing outstanding customer service to their clients. All pertinent information is ascertained in mere seconds and displayed in a user friendly fashion. Having this

information at their fingertips, Troy's entire team was able to answer customer questions alleviating the need to make return calls and increasing customer satisfaction and loyalty.

Functionality & Innovation

Five years ago, Pumps & Controls upgraded to DDI System's Inform software, one of the first fully integrated windows ERP systems in the industry. "We never even considered going with a different company other than DDI. We were very pleased with the ongoing product enhancements and service levels we received. We upgraded to provide a more intuitive application for new hires plus continue to take advantage of DDI's proactive innovations," exclaims Troy.

DDI's Inform solution incorporates CRM functionality, enhanced sales tools and business intelligence analytics that are a must in today's competitive environment. "We can't live without the calendar functions," continues Troy "they provide a higher level of company and employee management than we could have hoped. The ability to set tasks is unbelievable. We use these tasks to better communicate between departments such as customer service and sales. In the end, these features have helped our company become a customer service leader!"

Priding themselves on having a "face-to-face" business, the field sales team utilizes Inform's advanced CRM features on a daily basis. "My salespeople are able to easily identify and highlight customer purchasing patterns. While we don't call our customers and "remind" them to buy, we do make personal visits daily. Those customers who demonstrate a decrease in purchasing patterns become the next on our list for a personal visit – securing our place within their company."



Integrating RF Warehouse Management

After losing a "human computer" managing his warehouse, Troy noticed his warehouse error rate beginning to climb. Increasing to 3-4 mistakes per week, Troy worried about the ongoing impact this would have and took immediate action! He quickly employed DDI's radio-frequency warehouse management system, Inform WMS. This state-of-the-art solution provides companies with all the features necessary to achieve greater warehouse efficiency and error free inventory handling. It also seamlessly integrates with the Inform software they were already utilizing – making the upgrade a natural fit.

This decision proved vital to supporting Pumps & Controls unmatched customer service levels. Almost instantly, mistakes dropped back down to the "unusual event" that their customers had become accustomed to. Warehouse operations are completely streamlined and information levels have reached an all-time high.

The DDI System Difference

DDI System's Inform solution is the operational bedrock of Pumps & Controls. Taking full advantage of the integrated features continues to provide a competitive advantage for this progressive distributor.

"I don't ever see a future where I'll need to research a new solution as DDI stays on the cutting edge of technology – developing and providing the tools necessary to keep up with the times. We really appreciate the ongoing support DDI's team provides to us as well – their people are fantastic. As we continue to grow in our business, I know DDI System continues to grow with me" finishes Troy.

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