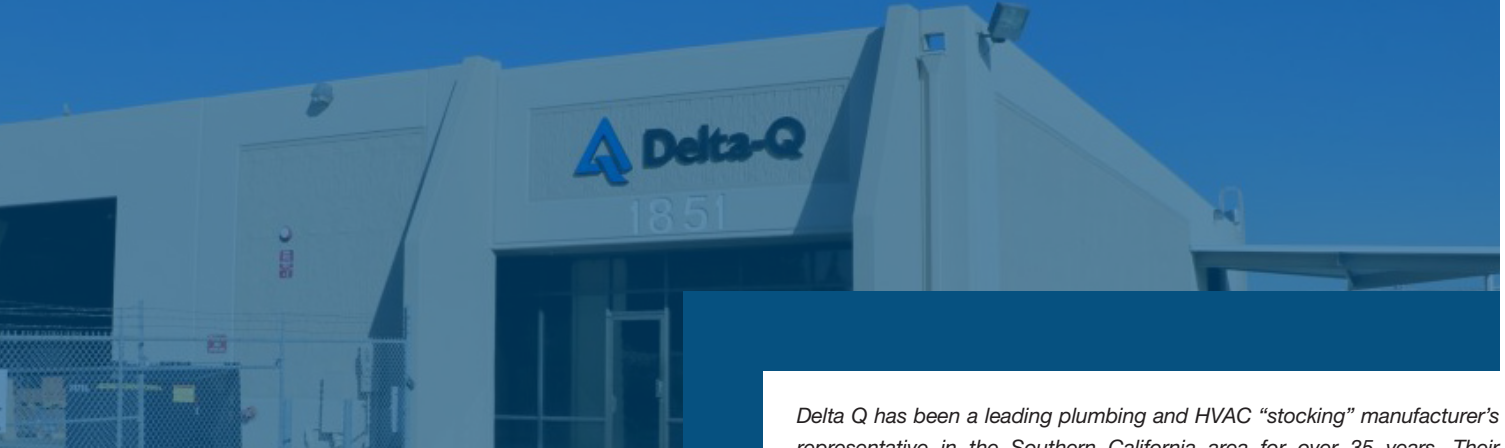


GAINING EFFICIENCIES - MAKING A DIFFERENCE

"We have gained a \$60,000 per year employee with the ability to redirect people towards business driving activities."

Derek Johanssen, President, Delta-Q, Inc.



CLIENT SUCCESS STORY

Delta Q has been a leading plumbing and HVAC "stocking" manufacturer's representative in the Southern California area for over 35 years. Their dedication to unmatched value and superior service has allowed them to continually grow and succeed. Today, they provide sales and service representing fourteen different manufacturers from a 10,000 sq. foot warehouse facility.

Company Facts:

- Location: Fullerton, CA
- Industry: Stocking Mfr Rep
- Previous Provider: MS Dynamics
- Website: Deltaqinc.com

Features Highlighted:

- Industry-Specific Features
- Paperless Workflows
- Advanced Accounting
- Embedded CRM

Benefits Gained:

- Very smooth transition to DDI
- Streamlined accounting practices
- Increased profitability due to paperless workflows
- Gained warehouse efficiencies with multi-location tools & features

As Delta Q continued to grow over the years, it became apparent that an upgrade to their old UNIX based software system was necessary. Their processes were time consuming and labor intensive. Customer service required constant call backs after researching answers through multiple file cabinets. Using a separate system for accounting forced a duplication of tasks for their team members.

An AIMR Convention led them to DDI System. They selected DDI's Inform ERP Software due to industry-specific features, accounting integration, ability to lead the company towards a paperless workflow, and confidence in DDI's support levels.

Transition & Data Conversion

According to Derek Johansson, president of Delta Q, the transition was easier than expected. "After the first week we were up and running - and comfortable with the system. Having an on-site DDI trainer was a huge bonus and definitely shortened the learning curve for our team." DDI provides a phased transition approach which uniquely includes onsite pre-implementation, data conversion and training, plus onsite expert support during go-live week. "Being onsite during pre-implementation and go-live helps us to understand each company's individual needs. We are able to focus on their business to ensure success, right out of the box" says DDI's VP of Customer Service and Support, Michael Gorodischer.

Data conversion was also a tremendous success. Derek recalls, “Due to our old UNIX system, obtaining data was a little challenging as the system could not export all of the data we needed. DDI was great. Their programmer was able to write a custom code that mined into our old data then transferred it all into Inform. In the end, we were very happy with the data they were able to get.”

Gaining Efficiencies

An integrated approach to all areas of a distribution business is touted as the cornerstone of the DDI Solution. Delta-Q has realized many benefits relating to this integrated approach. The most visible of these advantages have been paperless workflow, integrated accounting, warehouse management, and advanced sales tools.

“Our biggest change has been the elimination of almost all paperwork – including the \$3,000 per year cost of pre-printed forms. Just a couple quick clicks and the necessary information is available. Our customer service has been greatly improved as we can instantly research and answer customer questions – without the need to call the customer back later in the day.” Inform’s paperless workflows also minimized the need for a manual filing system - saving 10-15 hours each week. That time has been reallocated towards quote follow up and proactive sales calls - resulting in sales orders that would have otherwise been missed.

Fully integrated accounting has further reduced task duplication and increased financial transparency. “We no longer need to repeat



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accounting entries into multiple software solutions. This has combined our operations making it easier to access information. I can also quickly review up to date financial information every day instead of waiting until month end closing.”

Warehouse operations are an integral part of Delta-Q’s operations and another area where progress was made. Delta-Q’s warehouse stocks inventory for both buy/sell and consignment operations. Inform provided the ability to keep multiple warehouses in the system. Inventory by manufacturer counts are now more accurate and reports are easier to obtain.

Derek is excited when talking about the added benefits that DDI’s Inform Software yields to his outside sales team. “With Inform’s Salesperson Dashboards our field sales force can instantly review past sales, outstanding quotes and see an overview of their customers. They no longer need to wait for me to print reports for them. This has been a significant and positive change for the entire team.”

On-going Training

DDI System’s customer care team prides themselves on unparalleled customer service and same day response. “On-going support is very helpful. We’ve been able to take advantage of training sessions and DDI’s user conference. In addition to training sessions, DDI’s phone support is great. I really appreciate the fast and personal support – this level of customer service was definitely not the case before!”

DDI employs many different methods to help users get more out of their software. Direct phone and email “hot line support”, online help manual and training seminars, plus an active user community where users suggest development ideas for group investment. Free system upgrades are provided 4-6 times per year.

Achieving Success

A quick learning curve, simplified processes and transparent information have revolutionized Delta-Q’s operations. They have quickly leveraged DDI’s Inform ERP Software to improve customer service, increase efficiencies and achieve success. “Overall, my entire team is very enthusiastic. DDI’s Inform solution is modern, powerful, and allows our team to better service our customers. The greatest ROI so far has been the maximization of workflow efficiency. We have gained a \$60,000 per year employee with the ability to redirect people towards business driving activities” concludes Derek. DDI System was the comprehensive answer for this California based manufacturer’s representative.