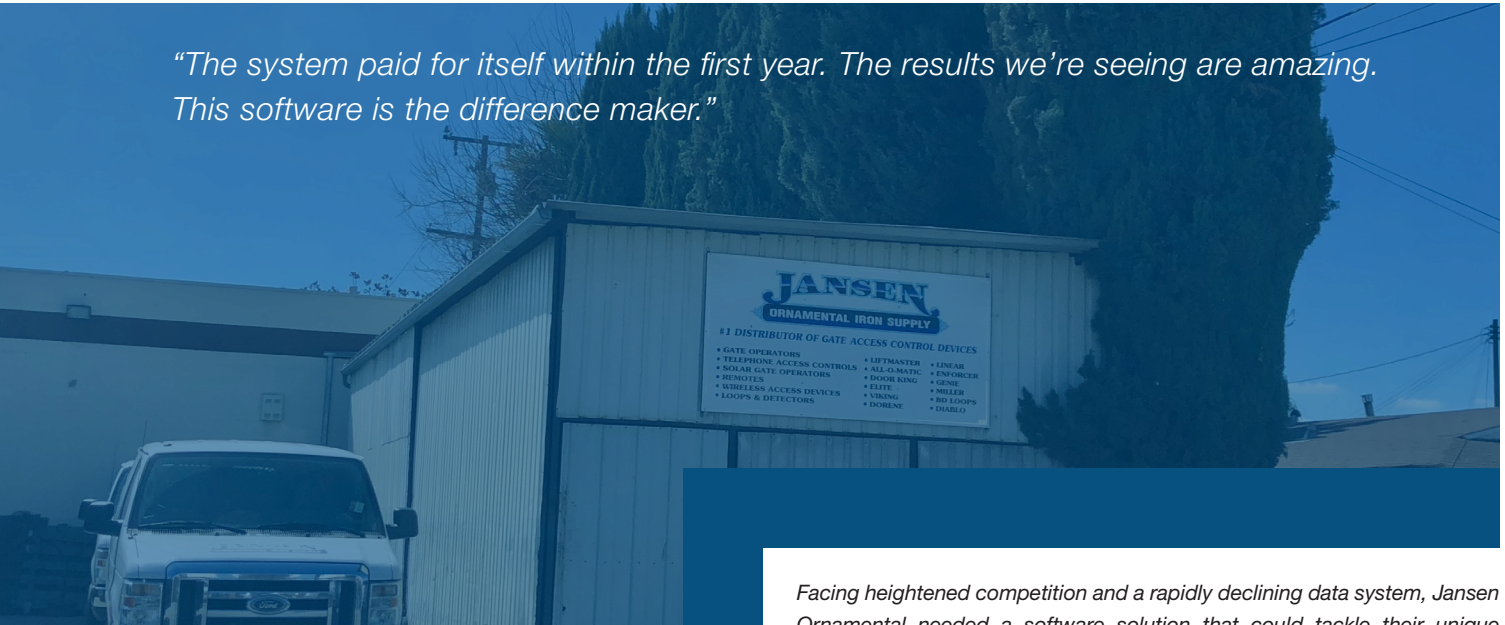


JANSEN ORNAMENTAL TAPS INTO THE POWER OF INFORM TO REACH NEW CUSTOMERS

"The system paid for itself within the first year. The results we're seeing are amazing. This software is the difference maker."



CLIENT SUCCESS STORY

Company Facts:

- Location: El Monte, CA
- Industry: Industrial
- Previous Provider: Custom
- Website: jansensupply.com

Features Highlighted:

- Inventory Automation
- Inform eCommerce
- Fully integrated CRM
- Paperless Workflows

Benefits Gained:

- Expanded audience reach
- Increased sales in new markets
- Streamlined sales order processes
- Reduced errors in the warehouse

Facing heightened competition and a rapidly declining data system, Jansen Ornamental needed a software solution that could tackle their unique operational requirements and take their business to the next level. With advice from other industrial buyers, Jansen sought an ERP that could do more than just run their operations: they needed next generation business tools to make customer connectivity seamless and readily available 24/7. To do so, they turned to DDI System's Inform ERP which offered a modern-day eCommerce solution coupled with an ERP. Now in 2018, Jansen is capitalizing on its forward-thinking mindset with astounding results from Inform with eCommerce.

Embracing Change

Jansen Ornamental Supply is a local, family owned business, that has served the wrought iron industry for more than 55 years. The founder, Harry Jansen, still came into the office every day until just shortly before passed away in his 80s. His sons, Mike & John Jansen have continued that strong work ethic, and many of their 26 employees have been with the company more than two decades.

Jansen's full line of products from many of the industry's top manufacturers serve all of its customers' ornamental iron and gate automation needs. When Jansen introduced DDI System's Inform ERP Software to its team of employees, the vast majority of them hadn't even used a mouse.

"We were scared," admitted Purchasing Director Ron Andrade. "Prior to implementing DDI, we ran on old 386 DOS computers. Our staff hadn't even been using modern computer equipment. We anticipated that it would take quite a while for them to get up to speed — and comfortable — on a new

system. But DDI sent their team of trainers here and let our team get familiar on it for about month before we went live. Our employees were excited to see what Inform could do and it was a seamless transition.”

Now, a few years later, Jansen’s success has been due largely to the ability to tie all of the elements of their business together for precise operational control.

Competing Against Digital Giants

Not only did Jansen need to ensure its operations were seamlessly connected, they also required an option that would allow them to sell products online and make customer self-service easy. Inform eCommerce became a “must have” for the industrial distributor. “By offering eCommerce, we’re seeing customers doubling and tripling their sales from previous years,” says Andrade. “And we’re drawing a lot of new customers — we’re reaching contractors in other areas who don’t have access to a supplier like us. We now ship to customers all over the country, and some even outside the country,” adds Andrade. “We see customers buying more products with each order; the system prompts related and complementary products, and we’re getting that add-on business. Customers now have access to pictures, descriptions, manufacturer links, MSDS sheets, installation videos and more. Our online sales year over year for the month of January grew 34%, and in February it hit 74% in 2018.”

Jansen strictly sells to trade customers, most of whom are contractors of wrought iron, access controls, gates, stairways and more. They deliver throughout Southern California with a fleet of six trucks. On A and B items, Jansen turns inventory every couple of months; the rest typically turns each quarter. “It’s tough for a company like us to streamline our inventory because in this competitive market, we have to have product in stock when customers need it,” Andrade explained.

“We’re living in the age of Amazon and customers who want their products now. If we tell a customer it will be a week or two to get their product in, they’ll move on to the next supplier who can get it faster. Adding to that, our product is heavy, so freight costs are high. We have to take advantage of large-volume purchases whenever we can.”

In fact, most of the products displayed on Jansen’s website and eCommerce catalog are stocked in inventory and ready to be shipped to customers on the same day of the order. Because their eCommerce program is integrated with Inform, whenever an order is placed, the system immediately pulls the product out of inventory. This real-time data is available to buyers instantly in Inform, showing comparisons and sending special notifications for minimums and maximums. If a product sells out, an email is sent to Andrade immediately notifying him. All of this helps them make the best possible purchasing decisions.

All of the information available to customers through DDI’s eCommerce solution means far fewer unproductive calls to their office, like customers calling to check on orders or see if product is available. About 10% of Jansen’s overall business is attributed to online orders and Andrade believes there is “amazing potential” for growth.

Empowered Employees Create New Opportunities

Inform’s single-click technology has given Andrade’s staff the time needed to make more phone calls, regularly touch base with prospects and open new markets. “We get so accustomed to just taking calls and acting as order takers, so one of our biggest goals was to simplify sales,” Andrade described. “When our people are on the phone with customers, they need access to accurate information at their fingertips. If they don’t have that, they can’t help our customers. There is a great simplicity in the Inform sales screen — like customer history,

“By offering eCommerce, we’re seeing customers doubling and tripling their sales from previous years, and drawing a lot of new customers — averaging about 10 a week. We’re reaching contractors in other areas who don’t have access to a supplier like us.

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pricing, specs and pictures — on just one screen. Now, being able to send a quote to a customer is one step.”

“The time the system has freed up for our staff in all of these areas allows them to do other, more productive tasks,” Andrade explained. “We’re actively doing training across departments, so staff can jump into various different roles when needed. And as our business has grown with DDI, we’ve already begun hiring new people.”

“Looking back to just a few years ago, when we would email customers with quotes, we had to print it on a dot matrix and scan it first. The time it takes to send a quote has dropped from 30 minutes to 5 minutes. Our sales team loves it, and it helps our customers be more successful, too. When we’re able to quickly get them quotes, they can put their bids together faster and regularly send out more bids — and have confidence that the information we’ve given them is accurate — which brings in more business for them. Now the sales team can do what their role is really designed to do — create sales.”

Capitalizing on Operational Excellence

Jansen’s mission to boost productivity and realize savings were not overshadowed by the need to consistently maintain accurate orders and precise inventory. With Inform, Jansen has been able to reduce

errors to almost zero and become a well-recognized example of operational excellence. “It’s nearly impossible to make a mistake in putting orders together. Inform easily identifies the products to pull by the warehouse team, so what they’re putting in a load is correct to start with. And by adding shipping confirmations that we didn’t use previously, it an extra layer of protection. Our shipping confirmations verify that what goes out the door is what customers ordered,” says Andrade,

Andrade believes DDI is successful in helping Industrial distributors reach their goals because of their commitment to outstanding customer support. “We get incredible service every time we’re in touch with DDI,” he said. “They are so responsive to customers, and they listen when we suggest making changes that would make a positive difference for us. DDI’s overall package — their product and people — are the right fit for our company and I have no doubt that we made the right choice.”



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DDI System’s Inform ERP distribution management software is a leading, industry-specific solution for wholesale suppliers. Inform ERP optimizes distribution operations, creates lean inventories, strengthens financials and propels sales to continually exceed performance goals—all while delivering an exceptional client experience unmatched by any other software provider.

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