

# SUCCESS IN RECESSION-SAVAGED FLORIDA IS “IN THE BOX”

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*- Howard Steirn - President, Riverside Paper Company*

## CLIENT SUCCESS STORY

### Company Facts:

- Location: Hialeah, FL
- Industry: Janitorial & Sanitation
- Previous Provider: Stanpak
- Website: rpconline.com
- Buying Group: AFFLINK

### Features Highlighted:

- Industry-Specific Features
- Accounting
- Fully Integrated CRM
- Mobility

### Benefits Gained:

- Streamlined accounting, purchasing and customer service
- Increased profitability
- Ability for field sales team to access data while on the road

*On the same day that Florida’s unemployment numbers hit the highest point in 35 years, Howard Steirn, president of Miami-based Riverside Paper Company, shared his secret to retaining his employees and growing his business. And it has nothing to do with a government bailout or cutting staff.*

Riverside Paper Company is Florida’s premier industrial packaging manufacturer, converter and distributor. The company has a manufacturing plant in Miami, four distribution centers located strategically throughout the state, over 7,000 customers and more than 70 employees. Since 1973, the company has provided Florida businesses with corrugated boxes, packaging materials, shipping supplies, material handling and janitorial products at discounted prices.

So when the businesses that purchase from Riverside Paper Co. experience difficult times, it has repercussions throughout the company. But Riverside Paper Co. has been able to work smarter this year and retain its valuable employees.

### What Goes “In the Box”?

There comes a time in every business owner’s life when a decision has to be made about business software and what gets loaded in your computer “boxes.” It is either a decision to initially invest in a package or the realization that the current system is not keeping up with your business demand.

Although Howard Steirn was a past president of the Stanpak user group, it was an easy decision for him to convert from his Stanpak software package

to DDI System's Inform. It also proved to be the most seamless conversion imaginable (went live overnight, in fact) and has reaped business benefits far beyond his original expectations.

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Steirn also realized that after converting to DDI Inform, he would be paying less in monthly fees while receiving the most current technology and cost benefits.

He found a business soul-mate with DDI, as the software company demonstrated a keen understanding of the paper and packaging industry and the business intricacies that Steirn deals with everyday.

### Streamlining Made Simple

"There are three main areas where we have seen real-time and money savings with Inform," points out Steirn. "Those are accounting, purchasing and customer service. The way DDI links screens and

enables us to jump from one screen to another, from one transaction to another saves a tremendous amount of time. All our locations are able to view and share all inventory, pricing, shipping and customer information."

"I cannot quantify our total savings, but it is substantial," claims Steirn. "We've been able to use that time savings to connect with customers in more meaningful ways. We are implementing marketing projects that we always wanted to do, but were unable to tackle because we did not have the time."

Inform assists these marketing efforts through its customer relationship management function. Salespeople, while on the road, are able to instantaneously access customer information including appointment history, attachments to invoices, correspondence, and tasks. There is even a built-in ability to suggest accessory items based on item configuration and find substitutions for out-of-stock items.

As Steirn points out, the bottom line for Riverside Packaging Company is simple, "We are growing our business without adding employees." And that's pretty impressive for a business located in the midst of a state struggling in today's economy.

*Since the conversion, Inform has proven its prowess in streamlining and simplifying just about every department in the company. Each day, it saves thousands of keystrokes, decreases the number of open screens on every monitor, and catches billing errors before deliveries leave the loading dock.*

