

Growth and flexibility

Imagine your company is experiencing rapid growth because of success in expanding and penetrating your market. You have a network of small retail and mobile stores serving a variety of corporate, government, and individual customers. You manually generate thousands of pieces of paper every week to track individual sales, inventory flow, customer orders, and credits. To handle all this paper, you have created numerous parallel systems to accumulate, summarize, consolidate and report in compliance with different customer requirements.

Your customers don't want to receive thousands of pieces of paper (invoices). In fact, no two customers want the same thing. They each want their billing to be presented and consolidated according to their wishes. Your customers love this flexibility to receive billing and sales reporting exactly as they request. Your company has grown because of your willingness to make the customer number one. As a result, you keep plugging along with an absolutely overwhelming and inefficient system ... in the interest of finally getting it right for the customer.

We need a solution!!!

It takes 30 to 45 days to get the volume of paperwork balanced, keyed into the system and balanced again. Until this is done you don't know what your inventory is at the end of the month. Your buyers operate by the seat of the pants. They have no idea what inventory is in stock and what is on backorder. They simply "take sizes" and place orders. When placing an order, the buyers are often unable to verify or get accurate information on the company's backorders. As a result, many orders are duplicated and inventory balloons.

Due to ongoing disorganization in the "parallel systems", your employees are often confused and your customer database is a mess. Invoicing regularly runs 20 days behind delivery of your product. Before you send out invoices, you must verify accuracy. You find errors. They must be corrected and the paperwork reprocessed. Finally, the invoice goes out the door...25 - 30 days after delivery. Financial statements take another 15 to 30 days to prepare so it is 45 - 60 days after the month end

before you close your books and know where you stand. Collection calls are almost never made to overdue accounts because the aged A/R is always 45 days behind. Help is a must. Microsoft Dynamics NAV software (formerly Navision) and Deep River Technologies provide a solution that is timely and flexible enough to meet Saf-Gard's diverse customer requirements.

Fortunately, Saf-Gard Safety Shoe Company had the sales growth and a dedicated work force willing to work towards a better system. Saf-Gard was founded in 1980 and sells safety shoes (primarily through contracts) to the employees of major corporations and governmental entities. Their product offering includes brands like Wolverine[™], Hytest[™], Timberland[™], Caterpillar[™], and Harley Davidson[™] footwear.



For many years, Saf-Gard was a one distribution center operation. This family business with one distribution center created a patchwork accounting system which met the needs of the company until significant growth began to occur in 1998. In

the past three years the company has more than doubled in size and now has 4 distribution centers, 2 additional retail stores, 11 mobile stores, and a dozen on site stores at major companies like DuPont, Boeing, and Alcoa.

Shoe mobiles are shoe stores on wheels. They travel to the employee's work site and are available throughout the workday for the employee to visit and purchase safety shoes. The employee visits the truck and selects a pair of shoes, tries them on and makes the purchase.

The employer usually subsidizes the purchase through subsidy programs, safety and quality award programs, and other internal programs. When the employee purchases a pair of shoes they are immediately credited for any unused subsidy and can pay for the balance (if any) with award vouchers, award coupons, check, cash, credit card, or through payroll deduction.

Each purchase by an employee represents a sale to the employee and a sale to the company. The employee gets a sales ticket/invoice on site. At the end of a visit, the employer gets a summary of all

shoes purchased by employees. Most customers are billed immediately after a Shoe mobile visits. Larger customers often receive one consolidated invoice each month.

After searching several years for a software product to manage their business, Saf-Gard Safety Shoe Company hired a consultant to evaluate their requirements and recommend a solution. They wanted a system to manage their unique business. Flexibility to meet the needs of its customers was the first priority.

After a brief requirements analysis, Deep River introduced Saf-Gard to the Dynamics NAV Financials with its advanced distribution functionality. Deep River showed Saf-Gard how the Dynamics NAV product could be tailored to meet their unique business requirements. The Dynamics NAV product provides a solid well designed foundation upon which to build custom objects that enable you to rapidly grow and expand your business. Deep River utilized this environment to demonstrate to Saf-Gard a concept for solving their problems using the Dynamics NAV software.

To help Saf-Gard better control sales, inventory and financial processes, Deep River designed a flexible rules based system that can grow and change as the market changes. Key to the success of this system is the ability to define customer specific rules that govern how transactions are treated so that compliance with customer demands is inherent to the system. Subsidy rules, invoicing rules, consolidation rules, payment rules, rebate rules, commission rules etc., all work together in one totally integrated system. Saf-Gard now has a flexible system which provides all the specialized reports for customers with minimal manual effort required to maintain and manage the system.

Deep River developed a self-contained order entry system operating on a Laptop computer to control the sale and delivery of shoes to customer employees. This system contains the customer specific rules that govern transactions, maintain inventory, provide bar code scanning, record payments, capture the employees signature through a digital signature pad, and record information required to invoice the customer. For Shoe mobile sales, the laptop is synchronized with the host system daily or weekly. For retail store and mail order customers, the order is entered into the host system and processed real time.

Benefits

The Dynamics NAV suite of ERP modules provides integrated real time control over all business processes. The customer service, order processing and Shoe Mobile systems are fully integrated into and are now an integral part of the Dynamics NAV ERP system.

Today the problems of yesteryear are gone. Saf-Gard now enjoys the following benefits:

- Ticket entry is no longer past due.
- With the implementation of the Shoe mobile, system paper is minimized. Data is electronically synchronized with the host system and all invoice consolidation and reporting is automated.
- Location Inventories are accurately maintained, and
- Purchasing is based on accurate on hand inventory availability information. As a result they are buying what they need when they need it.
- Invoicing to customers is accurate and timely.
- All account information including pricing is maintained centrally with Dynamics NAV. All of Saf-Gard's distribution centers are now linked and employees are looking at consistent information.
- Financial statements are now available within days instead of months. • The flexibility of Dynamics NAV is providing Saf-Gard with a competitive advantage in their efforts to increase market penetration.
- Because of the Dynamics NAV system, Saf-Gard can help their customers better control their subsidy and safety shoe programs. The state of the art subsidy tracking system is helping attract more customers because of their ability to accurately track and manage their employee subsidy programs.
- The rules based customer transaction control and billing functions provide much greater flexibility in satisfying customer requirements without creating additional work.
- Improved stock availability means better customer service.

Together Microsoft Dynamics NAV and Deep River Technologies provided a solution that is enabling Saf-Gard Safety Shoe Company to continue to grow.

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