

Audio-visual distributor grows profits after upgrading ACCPAC to Everest



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“ If I weren't running on Everest now, my business would not be realizing a number of tangible benefits. It has definitely saved us the man-hours; in paying our rent, paying our bills. It has allowed us to process a lot more transactions. ”

- Randy Adler
Systems Manager



Everest integration includes:

- Accounting
- E-Commerce
- Point of Sale
- Inventory control
- Shipping/Receiving
- Purchasing
- Return Authorization (RMAs)
- Contact Management
- Sales
- Marketing
- Service

Key features & functionality used by Kansas City Audio-Visual:

Accounting

- Financial statements

Sales

- Sales orders
- Multiple shipping/contact addresses
- Store/validate credit card information
- Verification software/service

Service

- Generate efficiency reports

Inventory control

- Serial number tracking
- Lot tracking

Purchasing

- Purchase orders/Back orders
- Drop shipping

Management

- Force profit margins

Company Background

A solution for all communications

Kansas City Audio-Visual (KCAV) has provided products and services to the commercial, education, religious, and government sectors since 1953. Initially selling overhead projectors and dictation equipment, KCAV migrated to wholesale and retail distribution multi-media equipment and integrated systems to a variety of vertical markets throughout the Midwest.

Today selling nationwide, KCAV serves the business, education, government, and religious markets with the latest in presentation and audio-visual resources.

Kansas City Audio-Visual runs on iCode's Everest.



“ I give Everest an A+ in the area of technical support. They are really cooperative when I need help and I've truly found some very nice friends there. Everest helps me efficiently run my business, with very nice people to back me up at iCode. ”

- Randy Adler
Systems Manager

The Challenge

Kansas City Audio-Visual initially purchased SBT ACCPAC and customized the program. “I was never on the current version of the program and I had to change the code to the most current version of the SBT program,” recalled KCAV's systems manager, Randy Adler. Working on a software version that lagged three years behind the most current version of the manufacturer, it was impossible for Adler to support operations under those circumstances. Adler eventually upgraded SBT to the Windows version. “I could see all the flaws in the product and they had no way to correct them,” said Adler. “I made a \$40,000 mistake when I went to the Windows package.”

Unable to keep up with order entry, hundreds of suppliers and thousands of SKUs, Adler started looking for a combination of e-commerce and accounting capabilities in one package. Before purchasing Everest E-Commerce Standard Edition, Adler evaluated 24 different software packages. “The only integrated packages that were even remotely competitive to Everest at that time were Great Plains and Navision,” noted Adler. But when Adler weighed the costs of Navision and Great Plains and then factored-in the cost of support, his choice was clear. “The support fees were going to bury us,” said Adler. “Compared to Great Plains, Everest was an easier program to use.”

With two-dozen software packages evaluated and ruled out, including Great Plains and Navision, Adler's clear choice was Everest E-Commerce Standard Edition.

The Solution

With eight employees working on Everest, the greatest benefit for KCAV is the actual interface for the user regardless of their level — it is just very easy and user-friendly to work with. “The ability to bring in a new employee and get him or her up and running on the software is much easier with Everest than with the other products I evaluated,” Adler said. Everest facilitates the ease of change to the new system from an employee-training standpoint.

With a \$2,500 average daily transaction and a lot of credit card transactions, the company follows a step-by-step method to get the order processed. If a customer's address on file does not match with the credit card company, the system prompts an AVS failure. “The ICVERIFY functionality allows us to divide the responsibility in terms of allowing staff to deal with credit card based transactions, spreading that authority over more people helps us save up to 3 weeks,” Adler said.

With the ability to select items to be drop-shipped while creating a sales order in Everest, KCAV reduces inventory costs by getting the vendors to ship items directly to customers. “Being able to copy a sales order into a purchase order — that's a great feature. It's so helpful it has saved us from re-keying information across various departments,” Adler said.

Everest has also helped improve staff efficiencies and productivity. “It allows us to share information across our whole business,” observed Adler. “If a customer is buying a product at a certain price, everybody can see that.” Prior to Everest, KCAV had three people in the accounting department. Now the company has cut the head count to two, while maintaining the same operations. “It has allowed us to do more business with fewer people,” Adler said. “I've recouped the cost of Everest, and our accountant gives Everest an A+.”

From a business-processing standpoint, KCAV deals with tremendous amount of serialized inventory. The accuracy level of inputting the correct numbers while maintaining security is critical.

KCAV uses functionalities in Everest that prompt the sales representatives about stock availability before making out an invoice to a customer. The real-time backend functionality helps them track back orders.

Since implementing Everest, Adler has been able to spend more of his own time to grow the business. “For the first time since 2001, I have more time to sell, which is encouraging,” Adler reflected. “My old software program took 45 minutes to reconcile data at the end of each day. With Everest, I am out the door in less than three minutes at the end of the day. It's beautiful.”

According to Adler, working on Everest now helps in the performance analysis of sales personnel and it has also assisted them in increasing their profit margins. “Everest allows me to mine and display real-time information in various ways for people to improve their productivity,” Adler concluded.

The Result

- 100% year one return on investment
- Facilitated better credit card transactions, saving up to three weeks
- Increased efficiency in the accounting department, while reducing administrative overhead
- Enabled just-in-time inventory and drop-shipping
- Saved two hours weekly with elimination of repetitive tasks
- Eliminated up to five positions in customer service



For more information: call 800-382-0725 from within the United States; International callers please call +1-703-961-8100; visit: www.icode.com or write: info@icode.com

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