

“Everest does everything we need. It has freed up my time to do other jobs and make us more productive on a day-to-day basis.”

— Cathy Breedlove, CPA, Controller, Burton Pools & Spas

Pool Builder Swimming in Sales

THE COMPANY

Dan and David Burton started Burton Pools & Spas literally out of their garage in 1978. Today Burton Pools & Spas not only builds swimming pools but they also sell the largest number of spas in Arkansas. With locations in Fort Smith, Springdale and Conway, Arkansas, Burton Pools has expanded its product line to include patio furniture, gas fireplaces, playground equipment, billiard tables, and saunas.

With its number of employees swelling to more than a hundred during the peak season, Burton Pools installs about 200 in-ground and 400 above-ground pools each year. **Burton Pools & Spas runs its business on Everest.**

THE CHALLENGE

As the company grew, it needed a more robust solution to manage all of its key business operations. Its previous solution did not include Point of Sale (POS), which was increasingly becoming a requirement in its business. Other software they tried did not scale enough.

THE SOLUTION

Working with a modest budget, Burton Pools purchased a 20-user Everest license. Cost and integration weren't the only factors in Burton's decision to go with Everest. Ease of use was critical because the majority of Burton's employees had never used a computer before.

The company's operations are now synchronized across its three facilities. In addition to managing a 15,000 SKU inventory, accounting and purchasing with Everest, college students handle POS on cash registers at its three retail locations.

According to Breedlove, the company's controller and CPA, the report functionality in Everest is accurate, timely, and insightful. “The reports are good. The formats are good. They are easy to run,” she added. “Other software requires you to go through a huge process to run reports and to do entries. Everest is much simpler.”

Now Burton Pools runs more efficiently, making everyone's job easier. “Everest's integration is key in our reporting. With our previous software, it would take a month to get reports, and now it's done in two weeks,” Breedlove says. “We're all very pleased with it.”

“Our sales have gone up by approximately two million dollars and we did not have hire additional employees,” said Breedlove.

Using Everest to access customer information has been a big benefit to the company's service department. While on a call with the customer, the staff uses the notes in the customer history to view the customer's purchase history and warranty period.



KEY FUNCTIONALITY USED:

- ACCOUNTING
- GENERAL LEDGER
- ACCOUNTS RECEIVABLE
- ACCOUNT PAYABLE
- CUSTOMER/VENDOR STATEMENTS
- SALES
- SALES ORDERS
- SALES INVOICES
- POS
- CASH REGISTER
- BARCODE SCANNING
- INVENTORY CONTROL
- SERIAL NUMBER TRACKING
- GRAPH INVENTORY LEVELS
- PURCHASING
- PURCHASE ORDERS
- VIEW PURCHASE HISTORY
- MANAGEMENT
- CUSTOM REPORTS
- RMAS
- MANAGE CUSTOMER/VENDOR RETURN AUTHORIZATIONS



Everest Software
UNPARALLELED VIEW OF YOUR BUSINESS

CASE STUDY BURTON POOLS & SPAS

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Previously it would take research to get information on our customer, which was not easily available, says Breedlove. “Now we just look at the notes we’ve created for the customer, and can handle their needs better, and in much less time.”

Looking forward, Burton Pools & Spas plans to fully utilize the e-commerce capabilities of Everest and make their products available online. They also plan to provide self-service capabilities to further promote customer satisfaction.

THE RESULT

- 100 percent ROI within two years
- Integrated entire operations under one system, including POS
- Increased sales by 20 percent in two years, with no additional overhead
- Facilitated faster and better reporting
- Increased productivity and customer service by having real-time access to customer information

Everest Components

Accounting

E-Commerce

POS

Inventory Control

Shipping/Receiving

Purchasing

RMAs

CRM

Sales

Marketing

Service

About Everest Software, Inc.

Everest Software empowers companies to view and manage every function of their business more effectively. The company’s fully integrated business management software, Everest, addresses the unique needs of growing SMBs in the wholesale/distribution and retail industries by allowing them to quickly manage and track their business operations online and offline; from storefront to the front and back office. Everest Software is committed to providing customers with the service, support and expertise they require to increase efficiency and profitability with a solution that provides an unmatched rapid return on investment.

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