

Client: Atlanta Supply Company

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**Implementation Partner:
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**Solution:
SouthWare Excellence
Series™,
NetLink™
ExecuMate II™**

Home Improvement Business Continues to Improve Almost a Decade after Implementing SouthWare

“The SouthWare Excellence Series™ has benefitted every facet of our business. On a daily basis, it helps us know where we stand, make purchasing and credit decisions, and it gives us real-time information. Before SouthWare, we were forced to make decisions based on old information.”

Jack Alexander
President
Atlanta Supply Company

Background

Atlanta Supply Co. is the largest in-stock distributor of HVAC registers, grilles, diffusers, louvers, double-wall vent pipe, and fire dampers for commercial, residential, and industrial use in the U.S. This specialized business stocks more than 5,000 items and gives contractors and do-it-yourselfers alike, access to a larger variety of manufacturers and specialty items than any other wholesaler. Founded by Jim Templeman in 1959 and headquartered in the heart of Atlanta, Georgia, Atlanta Supply's inventory has become increasingly specialized over the years and the company has grown from distributing exclusively within the state of Georgia to selling across the country.

Challenge

In 2000, Atlanta Supply was looking for a more powerful business solution to manage its growing inventory and client base. Also, as its business evolved, the company needed a system that could be modified on the fly—without having to wait around for complex reprogramming.

While these requirements were important, Atlanta Supply's highest priority for its new system was an e-commerce component that was fully integrated. In other words, when a user updates information and pricing in the system, those updates automatically translate to the customer e-commerce website.

Process

Out of all of the choices on the market, Atlanta Supply chose the robust SouthWare Excellence Series™ to handle its financial and business management. Thanks to its more than 30 fully integrated modules, this comprehensive tool could handle the company's CRM, inventory, financials, sales, and executive reporting, not to mention open up an e-commerce sales channel. Atlanta Supply was also impressed with how easily the system could be customized to address its perpetually changing needs using the WorkFlow and Extended Data modules.

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Process (continued)

Exerve, Inc., SouthWare's implementation partner, implemented this new business system within a month for Atlanta Supply and the home improvement distributor immediately put it all to work inside their company. All except the NetLink™ module, that is. While Atlanta Supply waited until the following year to go live with its e-commerce website, Exerve ensured that the addition of this new sales channel was easy and created no disruptions to the company's existing business. In just 30 days, Atlanta Supply went from receiving all of its orders via phone and fax—and zero orders from the web—to doing a large and growing percentage of its sales through this new sales channel.

Details

Over the past eight years, Atlanta Supply has relied heavily on the SouthWare Excellence Series™ to drive sales, save time and remain up-to-date and informed. NetLink™ has given the company a new—and extremely effective—sales channel for finding and landing new customers from across the country. In fact, even people in the Atlanta area, who weren't aware of the company before, have found Atlanta Supply thanks to its e-commerce site.

ExecuMate II™ allows president Jack Alexander to quickly and easily perform a daily checkup on Atlanta Supply's financial health. And to save employees the time of having to enter shipping information into orders, SouthWare's Shipping Interface provides a convenient conduit between StarShip™, the company's shipping software package, and the rest of the SouthWare system.

Obviously, Atlanta Supply has realized many benefits from the SouthWare software over the years, but one of the most far-reaching is the management of the company's costs and pricing. Not only has the software enabled the home improvement distributor to make better

purchasing decisions, but it has also given them a valuable resource for setting customer pricing to maximize profit, and for creating and implementing a sophisticated pricing structure for its various types of customers.

Summary

Almost a decade after implementation, Atlanta Supply Company continues to experience growth in both its sales and efficiency. Not only has the SouthWare Excellence Series™ contributed to the company's growth, but SouthWare partner Exerve has also ensured that every component of the system is custom-fit to the company's unique workflow. With this powerful software and Exerve on the company's side, Atlanta Supply has had the resources to achieve its maximum business potential.

Key Benefits the SouthWare Excellence Series™ delivered to ERBE USA

- Adds a profitable and growing sales channel without adding personnel (NetLink™)
- Provides a window into the company's financial health (ExecuMate II™)
- Easily adjusts to accommodate Atlanta Supply's changing needs
- Helps Atlanta Supply control vendor costs and set customer pricing
- Enables implementation of a sophisticated customer pricing structure
- Interfaces with third-party shipping software