

Client: Witcher Office Supply

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Solution: SouthWare Excellence Series™

SouthWare Give Office Supply Company the Freedom to Focus on Customers

“I can look at my SouthWare system and find everything I need to know about my business--including the entire history.”

Steve Jarman, President
Witcher Office Supply

Background

When they opened their doors in 1971, Witcher Office Supply was a printer and an office supply retailer. In 1981, Steve Jarman purchased the business and added copier sales and service to the company's offering. Today, the Jasper, Alabama, company offers a blend of office supplies, business machines (copier sales, leasing and service) and new and used office furniture to hundreds of customers throughout northwest Alabama. In the rapidly evolving office supply market, Witcher Office Supply has experienced significant success thanks to great pricing, a broad product offering, and most importantly, the best customer service in the area.

Challenge

A large part of Witcher Office Supply's business is leasing and servicing copiers. When the company started using a new vendor for their maintenance, Witcher Office Supply had difficulty getting the support that they needed. In 1993, President Steve Jarman was delivering file cabinets to Timesavers, Inc., a SouthWare dealer partner, and mentioned his frustration with maintenance support. Harrison Yelverton, President at Timesavers told Jarman about an innovative business and financial management software package with a module specifically designed to handle the needs of a copy machine service department. That software package was SouthWare Excellence Series™, “That struck up the whole deal,” recalls Jarman.

Process

To make the transition to the SouthWare system, the office supply company had to first make a few changes in its own infrastructure, including upgrading its hardware and networking its computers. But what could have been a very challenging implementation process, Timesavers made virtually seamless. Once Witcher Office Supply's system was up and running, Timesavers remained involved to help the company over the bumps and continues to support and train employees with any upgrades or new modules. Jarman stresses that one of the greatest benefits of their relationship with Timesavers is proximity. Because the company is virtually in Witcher Office Supply's backyard, Timesavers, true to their name, can be at the company's door whenever the need arises.

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Details

The Service Management module was one of the initial draws for Witcher Office Supply. Maintaining a historical record on their copiers, this module keeps track of when a customer purchases a machine and its complete service history. This detailed record allows Witcher Office Supply to easily identify copiers that are costing them money as well as pinpoint technical issues they may have otherwise overlooked.

While the Service Management module was the module that first caught their eye, Witcher Office Supply also relies on the SouthWare for everything from payroll to accounting to inventory. Especially beneficial to this long-time user is the detailed snapshot of customers' buying history. Whether a large company has purchased copiers or a small business has invested in office furniture over the years, SouthWare gives them that account information at a glance. Witcher Office Supply also uses the inventory sales function to create quotes for customers, write purchase orders and issue invoices.

Summary

Witcher Office Supply prides itself on good, old-fashioned customer service. While the SouthWare Excellence Series works in the background handling the business of doing business, Witcher Office Supply can get back to taking care of its customers' needs.

Key Benefits the SouthWare Excellence Series™ delivered to Witcher Office Supply

- Helps the company keep track of inventory – whether office supplies or business equipment
- Tracks customers' service history to optimize the maintenance of equipment
- Gives Witcher Office Supply quick access to customers' buying history
- Prints invoices at point of sale or for delivery orders
- Gives employees back the time to service their customers!