

Client: Owens Business Machines

2108 Hardy Street
Hattiesburg, MS 39401
P 601.544.3444
F 601.544.3933
www.owensbusinessmachines.com

**Implementation Partner:
BTM Solutions**

572 Yorkville Road East
Columbus, MS 39702
P 662.328.2400
F 662.328.4858
email@btmsolutions.com
www.btmsolutions.com

**Solution:
SouthWare Excellence
Series™**

Business Machine Supplier Finds Custom Fit with SouthWare

“Many other software packages felt like the operations manuals for a cruise ship when I was going out in a bass boat. As a \$4 million company, the SouthWare Excellence Series™ just fit my company a lot better. It allows me to spend my time selling instead of counting beans.”

Gene Owens, Owner
Owens Business Machines, Inc.

Background

Since 1982, Owens Business Machines, Inc. has sold and leased computers, facsimiles, laser printers, copiers, electronic filing systems, high speed duplicators, and full color copiers to companies throughout Mississippi as well as provided the networking to connect these solutions. Committed to its customers' success, Owens Business Machines offers the products, pricing, and customer service that businesses of all sizes need to function more efficiently and become leaders in their industries.

Challenge

In 2003, Owens was using a combination of BusinessWorks accounting software and Microsoft Access databases to handle its financial management as well as keep track of its maintenance contracts, inventories and service orders. Not only were the databases labor-intensive to maintain and monitor, but there was also no integration between the two systems, which meant Owens' employees were spending more time managing their business than selling their products.

Process

When owner Gene Owens decided it was time for a new business and financial management software package, he conducted an exhaustive search. While he found SouthWare's competitor products to be functional, he was concerned they were designed for firms much larger in size. One required navigating through screen after screen to reach even the most top-line information. Owens feared that purchasing one of these systems would mean having staff strategically stationed at separate keyboards to stay on top of his business.

The SouthWare Excellence Series™, on the other hand, fit the workflow of this mid-sized company perfectly. The Southware system not only provided easy access to the information Owens and his staff needed on a daily basis, but it also proved easy to implement and run, thanks to BTM Solutions, SouthWare's implementation partner.

SouthWare Innovations, Inc.
P.O. Box 3040
Auburn, AL 36831-3040
Phone: 334-821-1108
Fax: 334-821-1146

www.SouthWare.com

Process (continued)

BTM Solutions was able to seamlessly convert most of Owens' data for them and had them up and running in a couple of months. All along the way, BTM made the transition easy for Owens and was there to help them over the bumps and hold their hand when they needed it.

Details

Owens Business Machines uses SouthWare for everything from Accounts Payables and Receivables to inventory and purchasing. However, managing the company's maintenance contracts was the biggest drain on its employees' time, so SouthWare's Service Management modules have resulted in the greatest efficiencies to this growing company.

Before SouthWare, Owens had to manually enter meter readings into its database and run reports each month to know who and how much to invoice. Now with SouthWare's Contract Management module, Owens remains up-to-the-minute on the status of all of its contracts and when it's time to invoice, the process is seamless and automatic. No transferring data between separate systems.

The Service Orders module provides an efficient tool for entering and tracking service calls. This module tracks every step in the service call—from when the customer calls to when the call is closed—showing how many times a call has come in, how the machine malfunctioned as well as the repair and its cost.

Because Owens maintains a large inventory of business machines, it's also critical that the company can efficiently manage that inventory. Using the Inventory Control module, Owens can "serialize" its inventory," which means that employees can drill down from model numbers all the way to serial numbers to keep track of warranties as well as the age of equipment.

Summary

Because BTM Solutions conducted a thorough business process analysis to ensure that every component of the SouthWare Excellence Series fit the way the company works, the Owens team doesn't have to spend their time overcoming deficiencies.

Instead, they can now concentrate on what they do best—selling business solutions.

Key Benefits the SouthWare Excellence Series™ delivered to Owens Business Machines:

- Integrates Owens' Accounting and Service Management into one seamless system
- Allows the company more control over maintenance contracts
- Automatically invoices without running reports
- Provides more efficient management of meter readings
- Helps employees drill down several levels in inventory
- Enables Owens to get back to the business at hand—selling!