

MAPADOC

AMERICAN PAINT PADDLE RULES

WITH HELP FROM MAPADOC EDI

CLIENT: **AMERICAN PAINT PADDLE**

“With this system, we will be able to grow our business without having to grow our accounting team. In addition, our marketing person is already using our new EDI capabilities as a sales tool.”

Jill Chamberlain
American Paint Paddle

Located in Charleston, South Carolina, American Paint Paddle (APP) is the leading supplier of paint paddles (a.k.a. stir sticks), rulers, yardsticks, and other promotional wood products for the paint, home improvement, and specialty advertising industries. Since 1986 the company has been committed to providing customers such as Home Depot, Lowe’s, and Walmart with the best service and quality products.

THE WRONG EDI SOFTWARE & VENDOR STIRS UP PROBLEMS

APP had a solid ERP system, Sage PFW, in place for many years — which was supported by a trusted solution provider. However, APP had suffered from a bad Electronic Data Interchange (EDI) integration with a third-party software vendor.

Jill Chamberlain at APP stated, “The EDI system wasn’t integrated properly and was unreliable. As a result we couldn’t fill the EDI requirements with all of the big box vendors. This limitation caused us to hit a cap on our market share, and we knew we had to make a change if we wanted to continue to grow.”

After a thorough analysis by their ERP vendor, it was also determined that APP would need to move to a more robust ERP solution to accommodate their growing needs. Sage 500 ERP became the clear choice to replace Sage PFW based on APP’s needs. Additionally, with EDI being the true driving factor for APP making a change, MAPADOC EDI was identified as the ideal solution for them.

MAPADOC PAINTS A BETTER PICTURE FOR APP

Hellene Thurston, Channel Sales Executive for MAPADOC, recalled, “When we were brought in to talk to APP about their EDI needs, it was immediately apparent that we were a great fit for them. Not only

would MAPADOC meet all of their requirements, but we were able to provide an impressive ROI on APP's investment."

Jill at APP added, "It was obvious that MAPADOC was the best solution for us. They had a working knowledge of our trading partners, truly understood our needs, and were familiar with Sage PFW and Sage 500 ERP so they would be able to work with the ERP implementation team for a seamless integration."

In addition to Sage 500 ERP and MAPADOC, the implementation included several other solutions along with a new network and hardware.

"This was an extremely complex implementation and conversion process," acknowledged Hellene. "It involved a major orchestration between six different software and hardware teams to get all the components working together. We created test data for all the individual functions, and once all the individual tests were working they were consolidated so that we could go live together and not interrupt any other portion of the project. With EDI processing happening 24 hours a day, 7 days per week, downtime was not an option for APP, and we managed to go live in one day."

"This was a big change for us," said Jill. "We had used our old system for 18 years, but thanks to careful pre-planning by all parties involved and excellent training and support during our go-live, everything fell into place. The system is user friendly, which makes it easy to learn, and the implementation went so smooth we were really wowed that there were no problems."

THE RIGHT MIX EQUALS A SOLUTION FOR GROWTH

With 80% of APP's business done through EDI, having reliable processing is paramount to the company's continued success. "We simply cannot have our EDI system go down," proclaimed Jill. "With MAPADOC, the system is monitored to ensure that it's running constantly and that there are no issues. In addition, they are simply a great company to work with; they have excellent support and they have even taught us how to write our own maps. With the prior provider, it was a huge ordeal to get help when we needed it, and now I don't have to worry about it anymore."

As a result of the system improvements, APP now has a better knowledge of their customer base, where the sales are coming from, and can identify classified customers. This data will provide management with more meaningful information to continue to grow

866.627.2362 p
973.758.6120 f
sales@mapadoc.com
5 Regent Street, Suite 520
Livingston, NJ 07039

www.mapadoc.com

their business.

“From an operational level, we were able to process 1,100 sales-order lines during the first period after implementing our new system, with just 2.5 accounting staff,” Jill continued. “With this system, we will be able to continue to grow our business without having to grow our accounting team. In addition, our marketing person is already using our new EDI capabilities as a sales tool.”

Jill concluded by stating, “MAPADOC was great to work with, very supportive, and working with their team put us at ease. We are able to grow our market share again and we are realizing significant cost savings on our monthlies.”

866.627.2362 p
973.758.6120 f
sales@mapadoc.com
5 Regent Street, Suite 520
Livingston, NJ 07039

www.mapadoc.com