

ANALYTICAL COMPUTER SERVICES

Solution Overview

Industry

High Tech Professional Services

Microsoft Business Solutions Partner

Enterlogix Corporation
Houston, Texas, USA

Scenario

Analytical Computer Services wanted to enhance service by creating a direct interface with major vendors to allow sophisticated order processing, rebate and commission management.

Company Profile

Based in Houston, Analytical Computer Services sells and services PCs and peripherals in companies throughout the U.S.

Benefits

Microsoft Business Solutions—Great Plains has helped Analytical Computer Services enhance sales and service through the use of specialized modules.

Software Used

Microsoft Business Solutions—Great Plains
Financials
Inventory and Order Processing
Field Service
E-commerce

Demographic Information

Number of Employees: 50+
Number of Sites: 5
Number of Users: 50
Number of Transactions: 400 per day

Migrated from AccWare

Unparalleled service is the core principle at Analytical Computer Services, a company that sells and services PCs and peripherals. By utilizing Microsoft® Business Solutions—Great Plains®, the company enhanced an already profound commitment to its customers.

When Frank Trifilio founded Analytical Computer Services in 1988, he intended to provide customized service solutions for the personal computers and peripherals rapidly appearing in every United States corporation. But, because his company's level of service was so high, customers asked him not only to service their computers, but to supply them as well. Today a group of more than 50 Analytical Computer Services sales, support and service professionals meet customers' computer needs from offices in Texas and New Mexico.

“Where the rubber meets the road”

When Analytical Computer Services decided to migrate from AccWare to a new solution, the company wanted a tightly integrated system that would pull together all pieces of the sales and service process. In addition, it also wanted a solution that would allow unlimited growth with additional modules that would support new and different types of transactions. The process began with a serious review of some of the tier-one systems available including SAP, PeopleSoft, Oracle and Microsoft Business Solutions—Great Plains. SAP and Oracle were eliminated due to initial and annual support costs. The deciding factor for the company was the more flexible solution offered by Microsoft Business Solutions that would allow them to add features and modules as needed.

After engaging Analytical Computer Services in a detailed requirements analysis, Microsoft Business Solutions reselling partner, Enterlogix, identified opportunities to dramatically improve business performance by specifically configuring the business applications to interface directly with major vendors, allowing sophisticated order processing, rebates management and commission management.

Vendor Product Costing Module

The first system configuration allows Analytical Computer Services to pull daily pricing and product information from multiple wholesale distributors into an extended inventory database. Product information can then be automatically pulled from the database to generate quotes, purchase orders and sales orders.

Special Pricing and Rebates Module

Since rebates account for a significant component of Analytical Computer Services' profit margins, accurately tracking and accruing rebate information is critical. Enterlogix developed the second Microsoft Business Solutions configuration to deal with the massive amount of complex rebate information associated with products, customers and special promotions.

"ACS chose [Microsoft Business Solutions] for its scalability and flexibility—characteristics that will allow unlimited growth without system restriction."

Ron Womack
Chief Financial Officer
Analytical Computer Services

The Special Pricing and Rebates module automated rebate "claimback" information. When Analytical Computer Services purchases and sells a product that offers a rebate, a rebate "claimback" file is prepared and electronically submitted to the computer manufacturer. As Analytical Computer Services receives payment information from the manufacturer, the payments are entered into the specific claimback file and the amount receivable for that file can be tracked.

Additional benefits include the immediate availability of daily pricing and computed rebate information for specific inventory items. Now, salespeople can display that information as they prepare quotes for customers. Real-time rebate information is also available, making special commission calculations based on product margin easier to handle.

Improvements Abound with Microsoft Business Solutions

Thanks to Microsoft Business Solutions, the tedious and time-consuming activity of sleuthing through multiple vendor Web sites to find printing and product information has been eliminated. Adding an auto-populating product and pricing information into the financial system reduced data entry errors, facilitated speedier transactions and eased inventory maintenance. In addition, Microsoft Business Solutions made it possible to measure the total sales volume and margin contributed by each customer and to determine the bottom-line contribution from each of Analytical Computer Services' operating facilities.

Internally, Microsoft Business Solutions has changed the compensation program. In the past, the company paid subjective, discretionary bonuses. Now, each employee's performance can be measured and recorded in the system, then compared to the goals and objectives set for the year. "Compensation is calculated based on a number of variables, but the key is that it is calculated, not envisioned," says Analytical Computer Systems Chief Financial Officer Ron Womack.

Return on Investment

Analytical Computer Services has reaped a variety of benefits from introducing a Microsoft Business Solutions system—benefits that range from faster commission payments for salespeople to fewer data entry errors.

- The expedited order process has helped sales personnel become more efficient and responsive. They process more orders and can provide customers with the most competitive pricing—ensuring Analytical Computer Services' position as a dominant player in the computer reselling market.
- The automated rebate claimback process has allowed Analytical Computer Services to redeploy commissions and processing staff into revenue generating activities.
- Rebate cash receipt turnaround has improved dramatically.
- Faster rebate processing means faster commission payments to salespeople and better cash flow for the company.

For more information about Microsoft Business Solutions, visit www.microsoft.com/BusinessSolutions

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