

McEWEN INDUSTRIES, INC.

Solution Overview

Industry

Manufacturer
Distribution Series

Scenario

McEwen Industries was looking for a business solution that provided the same level of quality and attention to detail that they provide everyday to their customers. They found the answer with Microsoft Great Plains.

Company Profile

Based in Charlotte, North Carolina, McEwen Industries, Inc. is a manufacturer of Swimming Pool Liners, Above Ground Pools, and safety covers. Sometimes described as a virtual manufacturer, McEwen Industries, Inc. fills a critical niche in the swimming pool manufacturing industry. While McEwen does not manufacture the actual product, they do sales, marketing and distribution, contracting production to a network of manufacturers. McEwen sells their products through a dealer channel of retailers and swimming pool contractors.

Situation

Today using Microsoft Great Plains Dynamics, McEwen Industries experiences immediate access to information and has the ability to drill back into information, giving their customers the service they deserve.

Software Used

Microsoft Great Plains Dynamics
Financial Series
Distribution Series
Collections Management
Microsoft SQL Server

McEwen Industries, a manufacturer of swimming pool liners and safety covers, needed an effective way to track and manage sales and purchasing in a Microsoft Windows environment. They chose Microsoft Great Plains Dynamics, with full integration between sales, purchasing and general ledger information, which delivered the tracking and control they were looking for.

“Purchasing Microsoft Great Plains Dynamics was one of the best business decision we ever made,” said Robert McEwen, President of McEwen Industries, Inc. “Dynamics has helped our company to expand and we would not be where we are today if we had chosen another solution.”

McEwen’s customers know they can count on getting a high quality swimming pool liner that is custom fitted to their swimming pool.

McEwen Industries was looking for a business solution that provided the same level of quality fit for their business. They found the answer with Microsoft Great Plains Business Solutions.

A Need to Manage Information

As their business grew, it became more critical to have a Microsoft Windows-based program that provided sales order entry and purchasing capabilities, with full integration to the general ledger accounts. In addition, the solution needed to be flexible enough to handle complex business requirements, including customized measurements and prices.

Leveraging the benefits of Microsoft Great Plains’ fully integrated system, McEwen focused on establishing a system where all their data was centrally located. Today, using Dynamics, McEwen experiences immediate access to information and has the ability to drill back into information, giving their customers the service they deserve.

“Customers are very impressed with our ability to give them the answers when they call, with no waiting around for us to search for the information; it is instantly available to pass on to them,” said McEwen.

Taking Control of Receivables

McEwen Industries has reduced cost and increased efficiency by using the integrated Collections Management capabilities in Dynamics to track their accounts receivable. With the information integrated and organized in a format that fits their business, the receivables person can save time in accessing, managing and updating their customer accounts.

“A tremendous amount of time is saved by being able to have all our receivables and past due information in one system. It is easily accessible and updated when needed,” says McEwen. “Collections Management is an invaluable tool that we use every day.”

“Great Plains Dynamics was absolutely one of the best business decision we have made. The system has done what we expected it to do and more. We are able to do all that is needed daily to get our jobs done quickly and easily, plus It gives us access to information that helps us make future decisions.”

Robert McEwen
President
McEwen Industries, Inc.

For more information about Microsoft Great Plains Business Solutions, visit www.greatplains.com

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Accessing Information

McEwen needed a business solution that would provide an effective way to track and manage sales and purchasing in a Windows environment. In addition, they wanted to ensure that employees would have access to information in one central system so they could provide customers with critical, timely information.

Working closely with InfoVision, their local Microsoft Great Plains Partner, McEwen assessed their company's current needs and also made plans for future growth. After diligently reviewing a number of possible solutions during a year long search, McEwen Industries, Inc. selected Microsoft Great Plains Dynamics. Dynamics provides a depth of options in database support, business solutions and vertical industries.

InfoVision leveraged Microsoft Great Plains development tools to create a front-end to McEwen's sales and purchasing program. This application has allowed them to fine tune the product to handle the complex details of custom orders in the swimming pool liner industry. Specialized details on pricing, measurements and shapes are managed with the initial order or quote and all tied to the order entry, purchasing, and financial system.

Benefits

Dynamics delivers several key benefits to McEwen Industries, including:

- Immediate access to information through drill down features and centrally located data. Employees and management can make decisions based on accurate, timely data.
- Increased customer satisfaction. Customers appreciate Ewen's ability to provide answers instantly while the customer is on the phone, instead of requiring a return call..
- Recognized reduced costs and increased efficiencies using Collections Management to manage past due accounts receivable.
- Increased employee satisfaction and confidence. With the system calculating the prices, productivity and confidence in the management data has improved dramatically.
- Leveraged time management allows them to win against competitors on "time." Using Dynamics, they are able to process and transmit detailed information to production facilities quickly and efficiently.
- Expanded features give them the ability to grow the system to match their growing company's needs. McEwen originally started with Dynamics on a Pervasive database and now have moved to a Microsoft SQL Server database. In addition, Ewen plans to expand their solution to include e-business and CRM capabilities.