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Direct Supply, Inc. Takes a Step Forward Towards Growth with Epicor Prophet 21

Michigan Distributor Opts for a Modern ERP Offering to Support New Business Opportunities

Epicor Software Corporation, a global provider of [industry-specific enterprise software](#) to promote business growth, today announced Direct Supply, Inc. has chosen the award-winning [Epicor® Prophet 21®](#) as its new enterprise resource planning (ERP) solution to automate customer orders, and sales processes as well as streamline pricing and inventory.

[Direct Supply, Inc.](#), founded in 1989, is based in Grand Rapids, Michigan. The company initially offered decorative and functional hardware to retailers and casework manufactures. Over time, the company expanded its offerings into laminates, wood products, solid surface and related fabrication supplies.

Recently, the company achieved substantial growth and executives decided they needed an ERP system that would give them room to grow—whether it was a new location or a new product line.

“Prior to Epicor we had to use a separate application for customer management, support from the previous software supplier was non-existent, and it took twice as long to get anything done,” explained Michelle Timmerman, general manager, Direct Supply, Inc. “With Prophet 21, we expect sales process will be streamlined to make life easier. We will also install a standalone customer relationship management (CRM) system into the sales cycle to support our growing business.”

Strengthening Market Differentiation with Industry-Specific Software

Direct Supply, Inc.’s previous system’s need to double process information, lack of support, and limited tools prevented the company from growing successfully. Being family owned and operated, giving customers a personalized touch in interactions is a goal and making the most of today’s opportunities means knowing your customers well. The absence of robust CRM functionality prevented Direct Supply, Inc. from properly competing with bigger competitors. Prophet 21 will enable the company to compete not only against price and offerings, but also on improved customer insights as a result of more visibility into its customers’ accounts.



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Michelle Timmerman
General Manager
Direct Supply, Inc.

“Epicor Prophet 21 is a proven success for distributors of all sizes, and the software is becoming more powerful and valuable to companies that need a one-stop shop for their services,” said Doug Smith, director of product marketing, retail and distribution, Epicor. “Prophet 21 offers a combination of features and functionality that can accurately streamline processes. Pricing, inventory and even quoting becomes automated reducing time consumption.”

About Epicor Prophet 21

Leveraging a half-century of distribution industry knowledge and expertise, Epicor Prophet 21 is an end-to-end distribution solution offering deep functionality – from open ecommerce platforms to mobile sales and field services, wireless sales counters and warehouses, advanced inventory management, and customer optimization tools. Visit the Epicor Prophet 21 [solution hub](#) to learn more.

About Epicor Software Corporation

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software designed around the needs of our manufacturing, distribution, retail, and service industry customers. More than 40 years of experience with our customers’ unique business processes and operational requirements are built into every solution—in the cloud or on premises. With this deep understanding of your industry, Epicor solutions manage complexity, increase efficiency, and free up resources so you can focus on growth. For more information, [connect with Epicor](#) or visit www.epicor.com.

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