

AUSTIN, Texas, November 29, 2016

### **Gustave A. Larson Company Selects Epicor Prophet 21 as Platform to Transform Its Business for Growth**

#### ***ERP Upgrade to Enhance Customer Experience and Keep the Company Ahead of Its Competition***

Epicor Software Corporation, a global provider of [industry-specific enterprise software](#) to promote business growth, today announced Gustave A. Larson Company has chosen the award-winning Epicor® Prophet 21® distribution solution -- an end-to-end business system designed to promote digital transformation, increase productivity and profitability.

[Gustave A. Larson Company](#) is the leading distributor of heating, ventilation, air conditioning and refrigeration products in the Midwest, Plains and Mountain states. With 52 locations in 20 states and growing, the company's previous green-screen system was quickly growing obsolete and was not scalable, in addition to requiring several bolt-on solutions to continue serving the company's growing customer base.

"In today's current market environment, HVAC distributors' margins are under pressure both from vendors and customers. Customers are looking for partners that provide value-added solutions that will save them time or make them more efficient," said Dan Benischek, vice-president, operations, Gustave A. Larson Company. "Epicor Prophet 21 will provide us a platform to transform our business so we can provide an even higher level of service to our customers."

#### **'Single Source of Truth' From Counter to Boardroom**

Still relying on spreadsheets and manual processes, Gustave A. Larson Company needed a new enterprise resource planning (ERP) system that could provide both counter associates and back office staff with accurate information, processing efficiency and business flexibility, all with the end-goal of providing an even higher level of satisfaction with customers through improved pricing tools, accurate inventory counts and an improved ability to quickly identify parts.

By leaning on Prophet 21, Gustave A. Larson Company will have a complete view of its customers through customer relationship management (CRM), project management, promotional programs and



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*Dan Benischek  
Vice President, Operations  
Gustave A. Larson Company*

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warranty tracking capabilities, all key functionalities in its effort to continue being at the forefront to helping customers advance their own business needs.

“Through pricing tools and business analysis features, Epicor Prophet 21 gives customers a 360-degree view of their business, and eliminates the need for separate applications, and spreadsheets,” said Doug Smith, director of product marketing, retail and distribution, Epicor. “By offering all users a ‘single source of truth,’ Prophet 21 is the ideal solution for those looking to optimize business results, whether through better data analysis or by having accurate inventory counts.”

“During the technology selection process, through our various interactions and due diligence work, we were provided a high level of confidence that Epicor would be an excellent company to partner with both during and after implementation,” concluded, Brad Lamers, chief financial officer, Gustave A. Larson Company.

### **About Epicor Prophet 21**

Leveraging more than 40 years 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](http://www.epicor.com).

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