



## Success Highlights

### Challenges

- Seamlessly coordinate departmental activities to enhance the recording and retrieval of companywide purchasing, sales, marketing, and inventory information

### Solution

- Epicor ERP

### Benefits

- Collect more data than the previous legacy system to facilitate production and shipping schedules and reduce the time spent on new purchasing activities, including the generation of orders, by 30 percent
- Track the ROI of various direct mail and Web advertising campaigns highlighting specific products to targeted audiences
- Eliminate the duplication of efforts by capturing detailed quote information in one record and enabling its reuse in similar sales quotes
- Supply instantaneous access to customer histories including minute part numbers and their descriptions

## American Time

Synchronizes operations with Epicor ERP

### Company Facts

- Location: Dassel, Minnesota
- Industry: Integrated Time Solutions
- Number of Employees: 78
- Web site: [www.atsclock.com](http://www.atsclock.com)



"Epicor ERP is an incredibly dynamic solution that does virtually everything we ask of it. Most importantly, the system enabled us to tie together the triangle featuring the relationships among our company, contractors, and end users in one extremely accessible, easy-to-use reporting format. This has allowed us to identify sales patterns that opened the door to new deals and sales opportunities."

Roger Leung, Purchasing Manager | American Time

Known as "The Clock Experts," American Time is a leader in the manufacture and repair of integrated timekeeping systems and accessories. Headquartered in Dassel, Minnesota, the company has spent nearly 35 years providing solutions that optimize the productivity, punctuality, and operations of international healthcare, manufacturing, educational, and government organizations. Drawn from an inventory of more than 26,000 products ranging from wired and wireless synchronized clock systems to elapsed timers and fire alarm accessories, these parts and systems can today be found in many of the world's largest corporations.

"Since our company launched in 1980, the industry has changed dramatically, with far less dependence on fixed timekeeping systems," says Roger Leung, American Time's Purchasing Manager and former IT Manager. "As a result, we've greatly expanded our inventory with specialized items, and placed even more emphasis on the coordination of end-user sales through third-party vendors and contractors. Everything we do is now keenly synchronized throughout the entire company. This is why we are one of the few major players left in this industry."

## A dynamic solution leads to new opportunities

American Time's ability to better coordinate the activities of each department for instantaneous retrieval and reporting purposes became a reality when the Epicor enterprise resource planning (ERP) solution went live in March 2013. After a two-year search to replace its existing legacy system, which lacked the capacity to track detailed customer information and transactions or even connect to the main database, the company chose the Epicor ERP system largely for its flexibility and easy customization.

"Epicor ERP is an incredibly dynamic solution that does virtually everything you want it to do," adds Leung. "It was readily customized to fit into all of our processes. Approximately 50 people, representing every one of our departments, use the system daily to record and retrieve anything from purchasing and inventory information to detailed notes highlighting customer conversations.

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According to Leung, these and other advantages have resulted from collecting five times more data than the previous system, facilitating production and shipping schedules, and creating a module that reduced the time spent on new purchasing activities, including the generation of orders, by 30 percent. The company's marketing department has even used the system to track the return on investment of various direct mail and Web advertising campaigns highlighting specific products to targeted audiences.

## Time savings on complex transactions

American Time Lead Analyst Kersten Pink has observed the increased efficiency from the Epicor ERP solution firsthand. "The constant duplication of effort to produce orders and quotes that accompanied the other system has been totally eliminated," explains Pink. "With Epicor ERP, we can capture all these details and then reuse the information for similar sales quotes. There's no need to reinvent the process for every new job. This is a tremendous time saver. Plus, we are very big fans of the customer tracker, which supplies instantaneous access to customer histories and even minute part numbers and descriptions."

As for additional Epicor ERP benefits, Leung sums up the system by stating, "It just simply fits the way we do business. It allowed us to automate everything that doesn't require a decision and seamlessly increase the flow of operations from each internal division to everyone in the field."

## About Epicor

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail, and service industries. With more than 40 years of experience, Epicor has more than 20,000 customers in over 150 countries. Epicor solutions enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise, and passion for excellence, Epicor inspires customers to build lasting competitive advantage. Epicor provides the single point of accountability that local, regional, and global businesses demand. For more information, visit [www.epicor.com](http://www.epicor.com).



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