



Epicor Success Story

Transply, Inc.

Enhancing Customer Experience to Drive Growth and Profits

Company Facts

- ▶ Location: York, PA
- ▶ Industry: Industrial Distribution
- ▶ Website: www.transply.com



Success Highlights

Challenge

- ▶ Help a Pennsylvania-based industrial distributor replace inefficient and manual processes to enhance customer service and drive profits

Solution

- ▶ Epicor® Prophet 21®

Benefits

- ▶ Automated internal processes for employees to better serve customers
- ▶ Provide customers with real-time data through Mobile Proof of Delivery feature
- ▶ Gained access to live information under one B2B seller login

Established in 1972 in Dillsburg, Pennsylvania by brothers Ray and Dean Gross, Transply has evolved into a leading privately held general-line distributor. The company focuses on providing superior customer service along with quality products. Transply employs more than 60 people, and its annual sales exceeded \$27 million in 2015. As the company enters its 45th year of business with eight strategically located offices and many leading brands of products, Transply is positioned to be a leading distributor for years to come.

"What makes our company unique is that we are a stocking distributor," said Brian Gross, president of Transply, Inc. "We actually have material in our facility and we use our own trucks to make deliveries. We can do inter-office transfers and can deliver material the next day if we have the items in our inventory."

According to Gross, "The reason we picked Prophet 21 is because I grew up in this business, and Prophet 21 has been around a long time. Going to different conventions and talking to other distributors, they had Prophet 21. At the time, we were on a competitive software product. But we thought when we started the business that Prophet 21 was more than we really needed in a small family-owned organization. The reason we had to switch is because the competitive product was not enough and we had to upgrade. We thought if we have to change, let's take a look at Prophet 21. So we did some research and decided to go with Prophet 21."



Enhancing customer service and increasing sales

According to Derek King, systems administrator, the B2B Seller and the Mobile Proof of Delivery features of the Prophet 21 system have enabled Transply to easily connect with customers. "Prophet 21 enables us to connect with a customer through the Mobile Proof of Delivery—the signature capture function allows us to give the customer real-time data. So if they're calling in to check and see when we delivered a product, we can go into the order and it will tell us right there and then what time the customer signed for it, who signed for it—even if they weren't there, we can get a picture showing where the delivery was made. And that just goes to reinforce our customer service."

"When we bought into Prophet 21, we also chose to purchase new iPads and iPhones for the sales reps," he continued. "That way, they can utilize the sales rep functionality inside B2B Seller. B2B Seller allows them to use one login and access every single one of their accounts. When they're bouncing around from company to company, making their calls throughout the day, they can give that particular customer their pricing and any information on their account that they need."

Monatto Smith, vice president of sales, observes that the ability to access live data has also had an impact on customer service for Transply. "Our customer service has been able to grow because we now have live data to work with. Our sales people can find the orders, they can process the orders themselves, they can check on the orders, and they can expedite the orders quickly. We could not do that in the past," he said. "When a

delivery is made, we capture the signature so we don't have to go back and hunt through paperwork. Our employees can sit at their desks and do their work."

Driving profits and growth

Implementing Prophet 21 has been an integral part of Transply's growth strategy. "I look at growth in a couple different ways, but the main way I look at growth is our profits. You can have sales high and low, but you still need the profits to pay your employees, expenses, and other things that come along. With Prophet 21, we were able to look at different aspects of the program. They offer different reports, so we can keep track of the profits and take a deeper look at what's going on. I get certain alerts, other people get other alerts, and that way we can see what's happening, on time, in time," stated Gross.

Smith added, "I think with this technology, we can grow in the future because it helps us to teach the new employees. We were with the old system for 40-some years. We were comfortable. We were in a rut. To get out of that rut is tough. But now, I just see so many exciting horizons to go into. It's exciting what we can do, because in the past we couldn't do any of it. This will bring our people up to speed quicker. As we add new branches, we can focus on getting them up to speed. There's just so much information there, it's unbelievable. We haven't touched hardly any of it yet as to what we're going to get into."

"I'm excited for growth. This will help us grow into the future. I think it will definitely help our bottom line and give us the profits that we need to grow," concluded Smith.

About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software that is 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 is built into every solution—in the cloud or on premises. With a deep understanding of your industry, Epicor solutions spur growth while managing complexity. The result is powerful solutions that free your resources so you can grow your business. For more information, [connect with Epicor](#) or visit www.epicor.com.



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