

Masonry materials supplier uses Epicor BisTrack to improve customer service, increase market share, and boost profits

Company Facts

- ▶ Location: Ottawa, Ontario
- ▶ Industry: Lumber and Building Materials
- ▶ Specialty: Brick, Block and Stone
- ▶ Sales Profile: 75% Contractor, 25% Retail
- ▶ Web site: www.merkleysupply.com



Success Highlights

Challenges

- ▶ Maximize profitability while maintaining dominant market position through exceptional customer service and opportunity management

Solution

- ▶ Epicor® BisTrack™

Benefits

- ▶ \$400-500K incremental sales following CRM campaign
- ▶ Higher margins by 0.75 - 1 point
- ▶ Improved market share
- ▶ Better customer service
- ▶ Higher efficiency and better planning
- ▶ Fewer losses and disputes
- ▶ Less overtime payout

Merkley Supply Ltd. is well known in the construction and home building industry in the Ottawa-Carleton, ON Canada area. It is the largest supplier of masonry products in the area, supplying an impressive 80% of the building and renovation projects in the region.

Since the mid-70s, Merkle has invested in business automation technology as a means of making operations more efficient, providing superior customer service and to better understand their customers and markets. "Our manufacturers tell us we're on the cutting edge," says Robert Merkley, President & CEO.

Higher margins alone payback BisTrack every year

Merkley implemented the BisTrack solution in 2007 and immediately began reaping the benefits of its efficiencies and insight into the business. By 2010, Merkle estimates that the increased margins alone will more than payback the system every year.

"The bottom line has come up by about a point," says Gary Milks, Merkle's IT Manager. "That was kind of a surprise to everybody, but it's because we can gain a handle on things so quickly now."

"The shipping department is more efficient, and that's probably a ¼ point margin gain. We're up about another ½ point of margin because pricing

and markup is automatic now," says Robert Merkley. Milks elaborates: "We can react quickly whenever the costs come in and adjust our pricing faster."

Information visibility key to making better decisions and improving performance

Robert Merkley has dual 24" monitors on his desk where he keeps an eye on BisTrack's dashboards of the company's Key Performance Indicators (KPIs). Mounted on the wall in his office is a 55" monitor. "When we're having executive meetings or reviewing opportunities, we bring up all the data from BisTrack so that everyone can see it at once," says Milks.

Sales and marketing strengthened

Merkley Supply uses BisTrack's dashboards and quick lists extensively to monitor everything from quote activity and sales performance to delivered orders past due. "They're able to track things easier and people are taking an active interest," says Milks.

Merkley Supply makes extensive use of BisTrack's CRM features including: automating task reminders, monitoring sales opportunities, delivering marketing campaigns, and synching up communications and calendars. Merkley expects one marketing campaign to boost sales by up to a half million dollars.

"We are very proactive and try to push the sales and marketing envelope. The guys are doing things quicker now," reports Milks. "CRM is keeping our sales from dropping off even when our competitors are down 15% or 20%."

Mobile applications yield cost savings

Merkley Supply uses BisTrack's Mobile applications to improve efficiencies in inventory management, receiving and soon picking.

Milks estimates that using BisTrack's Mobile Inventory application has resulted in a 40% reduction in labor effort to perform an inventory count, with 75% reduction seen in one product.

Merkley is also outfitting all trucks with GPS and its drivers with handheld devices loaded with BisTrack's Mobile Delivery application for electronic signature capture and photos of delivered goods. But some cost savings surprised even Merkley Supply's management.

These measures virtually eliminate customer delivery disputes, as well as summer overtime delivery hours, and truck and inventory misappropriation. "Some results were definitely an eye-opener," says Milks. "We didn't realize that people were taking advantage as much. So that's been a bonus for us."

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, hosted, 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.



Contact us for more information on Epicor Products and Services

+1.888.463.4700 | LBM@epicor.com | www.epicor.com

Corporate Office
804 Las Cimas Parkway
Austin, TX 78746
USA
Toll Free: +1.888.448.2636
Direct: +1.512.328.2300
Fax: +1.512.278.5590

Latin America and Caribbean
Blvd. Antonio L. Rodriguez #1882 Int. 104
Plaza Central, Col. Santa Maria
Monterrey, Nuevo Leon, CP 64650
Mexico
Phone: +52.81.1551.7100
Fax: +52.81.1551.7117

Europe, Middle East and Africa
No. 1 The Arena
Downshire Way
Bracknell, Berkshire RG12 1PU
United Kingdom
Phone: +44.1344.468468
Fax: +44.1344.468010

Asia
238A Thomson Road #23-06
Novena Square Tower A
Singapore 307684
Singapore
Phone: +65.6333.8121
Fax: +65.6333.8131

Australia and New Zealand
Suite 2 Level 8,
100 Pacific Highway
North Sydney, NSW 2060
Australia
Phone: +61.2.9927.6200
Fax: +61.2.9927.6298

The contents of this document are for informational purposes only and are subject to change without notice. Epicor Software Corporation makes no guarantee, representations or warranties with regard to the enclosed information and specifically disclaims, to the full extent of the law, any applicable implied warranties, such as fitness for a particular purpose, merchantability, satisfactory quality or reasonable skill and care. This document and its contents, including the viewpoints, dates and functional content expressed herein are believed to be accurate as of its date of publication, April 2016. The results represented in this testimonial may be unique to the particular user as each user's experience will vary. The usage of any Epicor software shall be pursuant to the applicable end user license agreement and the performance of any consulting services by Epicor personnel shall be pursuant to applicable standard services terms and conditions. Usage of the solution(s) described in this document with other Epicor software or third party products may require the purchase of licenses for such other products. The results represented in this testimonial may be unique to the particular user as each user's experience will vary. Epicor, the Epicor logo and BisTrack are registered trademarks or trademarks of Epicor Software Corporation in the United States, certain other countries and/or the EU. All other trademarks mentioned are the property of their respective owners. Copyright © 2016 Epicor Software Corporation. All rights reserved.