



CUSTOMER SUCCESS STORY

**CUSTOMER**

Respond First Aid Systems

**INDUSTRY**

Industrial first aid and safety product distributor

**LOCATION**

Nashville, Tennessee

**Number of Locations**

One

**Number of Employees**

17

**SYSTEM**

Sage BusinessVision

**Modules in Operation**

- Accounts Receivable
- Accounts Payable
- Purchase Order
- CustomPack
- General Ledger
- Order Entry
- Inventory Control

**Third Party Modules**

- MK Power Tools
- RouTek from Mobile Solutions

## Respond First Aid Gets More Than a Band-Aid With Sage BusinessVision and RouTek

When someone gets hurt on the job, they're glad their employer has Respond First Aid. Respond provides first aid kits, cabinets, supplies and other safety products to more than 4,000 businesses and government offices in Tennessee. Trained service professionals personally check cabinets and equipment on a regular basis to make sure they're stocked and ready for an emergency.



Respond's organization, however, needed triage itself. The office staff was overwhelmed with scheduling daily routes and entering sales data into the accounting system. Supervising the fleet of 11 vehicles and their drivers was difficult. And price fluctuations on 1,400-plus products, complicated by errors in pricing, lowered profit margins and strained customer relationships.

Respond First Aid implemented Sage BusinessVision with a full complement of accounting and inventory management modules. "Now we have live data, real-time inventory numbers, and the financial reports we need to run our business better," says Neely.

**Just What the Doctor Ordered**

In 2001, Respond dumped its high-priced accounting software and switched to Sage BusinessVision. "Our old system did not give us the flexibility we needed," says Marvin Neely, president. "Financial data was only available at month end and the system severely limited our pricing options."

**Beauty of Sage BusinessVision**

Sage BusinessVision tracks everything Respond buys and sells, creating what Neely calls "one big circle of data." The system manages orders, inventory, sales and invoicing, and makes it easy to produce up-to-the-minute financial reports.

"The system lets me drill down to find out what's happening in seconds. I can pop up profit and loss figures or check on gross

**CHALLENGE**

Higher-end business software did not permit multiple pricing structures or real-time accounting.

**SOLUTION**

Sage BusinessVision for end-to-end financial management, plus RouTek Route Management System for route sales automation.

**RESULTS**

Data entry time cut by 70 percent; gross profits rose 0.5 percent first month; system paid for itself in four months.



Your business in mind.

*“Automated data transfer reduced order entry time by 70 percent. Just by eradicating mispriced tickets, we boosted our gross profit margin by half of one percent the first month. The software paid for itself in only four months.”*

—Marvin Neely  
President  
Respond First Aid Systems

## ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



profit margins whenever I want, without waiting until the end of the month. Thanks to complete continuity between inventory and sales data, we've reduced errors to about half of one percent. And Sage BusinessVision is so easy to use that we don't need a room full of accountants," Neely notes.

### On the Road With RouTek

Respond also needed a better way to automate its sales force, and went looking for route management software. The main criterion was that any new software integrate with the existing system. "There was no way we were going backwards away from Sage BusinessVision," Neely comments.

Respond adopted RouTek Route Management System from Mobile Solutions, a Sage Software development partner. RouTek maps each customer's location, allowing dispatchers to create optimized driving routes in minutes. It also provides a day planner view for further route refinement, and displays customer call-in orders.

### Wireless Way to Go

Using wireless technology, RouTek transfers daily route information into each driver's handheld unit, along with current product and pricing data and customer purchase history. The driver makes deliveries more efficiently, since all pricing, discounting, taxes, and specific customer terms are automatically incorporated into the delivery ticket. A built-in Lowest Selling Price feature prevents excessive on-site discounting.

At the end of the day, sales data is transmitted directly into Sage BusinessVision, which automatically creates sales orders and updates inventory and customer records. Further management information includes GPS records of each van's driving path, travel speed, and length of stay at each site.

### Instant Improvements

Sage BusinessVision and RouTek were the perfect antidote for Respond's ills. "Automated data transfer reduced order entry time by 70 percent," says Neely. "Before, salesmen had to haul around a 50-page price list. It's no wonder we experienced price variations of 30 percent. Besides normal changes in pricing and the addition of new products, they also had to cope with frequent sales promotions on certain items or lines. There are discounts by levels and quantities, customer-specific prices and group discounts."

"Just by eradicating mispriced tickets, we boosted our gross profit margin by half of one percent the first month," Neely continues. "The software paid for itself in only four months."

### Speedier Sales Calls

Sales calls are faster now, too. "Management knows exactly when a call begins and ends," Neely explains. "Although this may sound like big brother, it's actually just the opposite. When people know that we could check on their calls, they naturally improve performance, so we don't need to monitor them much."

Respond's drivers appreciate the combined Sage BusinessVision and RouTek system, because they're relieved of handwritten orders. They welcome not having to make tedious manual calculations, and have a more professional image with clients.

"We'd never go any other way than with Sage BusinessVision and RouTek," says Neely. "There may be fancier or more expensive software out there. But we've got everything we need, and are more than satisfied."