



### Issues that Led to New System

- Year over year growth of 10%
- Access to data
- Maintaining prices in spreadsheets
- Order errors
- Inefficiencies due to triple data entry
- Inaccurate product costs

### Results Achieved Working with Automation Plus, Inc.

- Implemented a system that accommodated growth
- Access to information with reports
- Receive 50% more customer referrals due to improved customer satisfaction
- Proactive customer contact ensures opportunities are not missed
- Accurate orders, shipments and accounting
- Average days to receive customer payment reduced by seven days
- Extraordinary support
- Eliminated 99% of all pricing errors
- Able to take on greater opportunities due to improved efficiencies

## Automation Plus, Inc. Fits Rockford Package Supply's Tradition of Service

Founded in 1959 and relying on a tradition of service, Rockford Package Supply started in the basement with just a telephone and the capacity to serve the fresh fruit and vegetable packaging needs of six customers in a one county area. Today, Rockford offers hundreds of packaging options to more than 3,600 customers throughout North America. From the farmer who sells his produce on the side of the road to grocery packers that package and sell produce to large chains such as Kroger and Wal-Mart, Rockford Package Supply designs custom packaging and then works with a manufacturer to produce the orders to specification. Once the packaging is made, Rockford warehouses and delivers the packaging to its customers.

For nearly three decades, Howard Paulson, President, has seen Rockford Package Supply grow. More recently the growth has been 10% year over year. "When you multiply the number of customers by the number of items they need and multiply that by the number of customizations that our customers require for each item, you have an exponential growth in information that we needed easy access to, but did not

have available," said Howard. Through a referral, Rockford was led to Automation Plus, Inc. After a thorough survey of Rockford's needs, Automation Plus, Inc. recommended Sage Pro ERP. "Sage Pro and Automation Plus, Inc. were a perfect fit for us," said Howard. "What really sold us was the knowledge Automation Plus, Inc. had of both hardware and software and how they integrated."

Starting from the ground up, Automation Plus, Inc. designed and implemented a system to serve both Rockford's current needs and to prepare for continued growth. Rockford now has access to their data through better reporting. "Data is meaningless unless you can get it out of the system," said Howard. "Our reporting is now phenomenal. Automation Plus, Inc. trained us on how to use Query so we can access our data. With this access, our customer service reps and salespeople are better informed when working with our customers. Since our business is seasonal, we may have only one opportunity with a customer. We are able to set reminders to contact customers about placing their orders, nothing slips through the cracks." Once again, Rockford has benefited. "We have increased sales; our customers are much happier and consequently tell others about us. Our customer referrals have increased by



  
automation **plus**, inc.

*"Automation Plus, Inc. has helped us grow. They know our business so well that they know what we need before we know we need it."*

— Howard Paulson, President

50%. Our customers love the system because of the detailed order history we keep. They can simply reorder the same item from year to year, quickly and easily. This allows them to get back to their business."

Rockford also has improved cash flow as their average days to receive customer payment have been reduced by seven days. "Since our orders are more accurate, we can process invoices quicker. Also utilizing the FAXserve module the invoices are in our customer's hands quicker, which results in us getting paid faster," said Howard.

A more recent project that Automation Plus, Inc. tackled at Rockford was to streamline the massive amount of pricing data that resided in enormous cumbersome spreadsheets. Howard was spending 7 to 20 hours per week updating and maintaining pricing information. Some spreadsheets had more than 150 tabs, one per customer, and each sheet had more than 100 different items. The information was keyed into three different places and often data entry errors and inconsistencies occurred. A simple decimal place error could result in thousands of dollars. Salespeople may or may not have the most current price sheet, which resulted in incorrect quotes and the possibility of selling an item below their cost. Customer-specific pricing and quantity breaks were all manually maintained. Due to the complexity of the spreadsheets only Howard could manage them, which typically was a weekend project.

Seeing Howard's frustration with the process and the negative impact this was having at Rockford in terms of ac-

curate pricing and streamlined workflow, Automation Plus, Inc. proposed a better way. "They built an interface that was simple to use," said Howard. "We now enter not just the cost of items, but associated freight charges, application charges and other varying factors to get an accurate cost. The costs are then dispersed into Sage Pro and our pricing sheets, which are now 100% accurate and always current." Customers are notified with pricing changes through the integration with FAXserve. Additionally Howard has been able to pass off the data entry piece, which allows him to focus more on sales. "When I sat down to analyze the cost of the system, I figured that our investment would be a three-year payback. We have had such an increase in sales and improvements in efficiency, the payback will be a year. We have been able to take on opportunities that we would not have been able to before," said Howard.

"We have been working with the same team at Automation Plus, Inc. for years. We appreciate the fact that they care about our success and our business. They know our business so well and are able to provide such exceptional service that we are able to run our business with far fewer people because of this relationship. They have definitely saved us an immeasurable amount of money by helping us to be much more efficient. Our mantra is 'A Tradition of Service', which parallels how we feel about Automation Plus, Inc. We would not be where we are today without them," said Howard.



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