



# THOR

**Customer:**  
Thor

**Web Site:**  
[www.thor.com](http://www.thor.com)

**Location:**  
Shelton, Connecticut

**Industry:**  
Specialty Chemical Distribution

**Former System:**  
Microsoft Dynamics® SL

**Customer Profile:**  
Multinational Manufacturer and Distributor of Biocides, Flame Retardants, Personal Care Ingredients, and Other Specialty Chemicals

#### Highlights:

- Smoothly handled 30% increase in transaction volume
- Saved \$150k a year by not adding staff
- Increased speed and efficiency of order entry
- Gained visibility to inventory across locations and in transit
- Integration with Microsoft Dynamics® CRM

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## Specialty Chemical Manufacturer/Distributor Grows Without Adding Staff Thanks To Microsoft Dynamics® GP with SalesPad

“ Since implementing Dynamics GP with SalesPad we were able to handle a 30% increase in business without adding personnel. This saves us at least \$150,000 each year. ”

*Andrea LaMontagne, Customer Service and Logistics Manager, Thor*

### The Challenge:

For 10 years Thor, a Connecticut based multinational distributor of specialty chemicals, had been using Microsoft Dynamics® SL (Solomon). As the business grew they faced the choice of a major upgrade or a new ERP software package.

### The Solution:

Thor chose to work with CAL Business Solutions to implement Microsoft Dynamics® GP (Great Plains) with SalesPad. CAL had the distribution experience Thor needed and helped them save money by suggesting the Microsoft Dynamics product model transition offer to receive a full credit for their investment in Dynamics SL. CAL also worked with a local Microsoft Dynamics CRM partner to help Thor replace their custom built CRM system and take advantage of Dynamics GP to Dynamics CRM integration.

### Benefits:

#### “Double Digit Growth Without Adding Staff”

In the last few years Thor Specialties has experienced tremendous growth and the order entry and purchasing departments are dealing with a much higher volume of transactions. But because of the increased speed and efficiency of the new software they have not had to add additional staff or work overtime.

Andrea LaMontagne, Customer Service and Logistics Manager at Thor confirms, “Since implementing [Dynamics GP with SalesPad](#) we were able to handle a 30% increase in business without adding personnel. This saves us at least \$150,000 each year. Now we are working with CAL on a new project to integrate with our outside provider of logistic services. We predict this will save us a tremendous amount of time and enable us to grow an additional 10 to 15 percent per year without hiring additional staff, for the next three years.”

#### “Order Entry Process Is Extremely Efficient”

One of the biggest improvements for Thor has been the new, easy to use order entry system. Andrea continues, “The order entry process is extremely efficient. We are able to confidently document the amount of time that it takes to process orders and look at ways to trim the fat. We can tell a customer exactly what's available and when it can be shipped out.”



CAL Business Solutions is a Connecticut Microsoft Partner focused on Dynamics GP (Great Plains) financial management/ERP systems. The company offers implementation, data conversion, customization, training and support to over 250 customers in 23 states.

- Serving customers since 1982
- Dedicated in-house development team
- Dynamics GP training center
- Microsoft Dynamics President's Club Member, recognizing the top 5% of Dynamics Partners worldwide
- Leading SalesPad implementation partner

**“Thor challenged us with finding ways to improve efficiency in their distribution processes. Dynamics GP with SalesPad accomplished that. And we helped them save money by recycling the system they already had with an investment credit .”**

*George Mackiewicz, President  
CAL Business Solutions*

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### “The Software Is Flexible To Fit Us”

Andrea also mentions, “My favorite thing about Dynamics GP with SalesPad is the fact we didn't have to modify our workflow and procedures to fit the software, the software is flexible to fit us. And as our needs change, the software has been able to grow with us. The system is user friendly, and intuitive, it basically tells us what to do next. Anybody can pick it up in a very short amount of time.”

### “We Can Manage Lot Tracking, Expiration Dates and LTL Shipping Costs”

Another key requirement for the new system was the ability to manage inventory lot tracking and expiration dates for all products. Most inventory items are manufactured outside United States so visibility into where the product is while in transit and in the warehouse is critical. The new system also helps Thor save money by reviewing LTL (Less-Than-Truckload) shipping costs based on miles from warehouse.

### “Add On Tools Really Simplify our Processes”

After the Thor team was comfortable with the new system they started to include ISV add-on products. “We use Dynamics GP for landed cost and it does that very elegantly. We added [RockySoft](#) for inventory planning and [Blue Moon Container Management](#) to handle the receipt of imported products. These add on tools really simplify our processes but we know it is Dynamics GP that wraps them all together. Now, we don't need to look outside of the system for information,” said Bobbi-Ann Berglund, Assistant Controller at Thor.

### “Dynamics CRM Integration Empowers the Sales Team”

Thor uses Microsoft Dynamics CRM integrated with Dynamics GP and SalesPad to provide the sales team with access to information they need. The sales team can view customer information including pricing directly in Dynamics CRM. Plus a new quoting and approval process is being set up to transfer information from Dynamics CRM into SalesPad.

### “One Report Saves \$13,000 a Year In License Fees”

Bobbi-Ann relates this experience, “Our old reporting system did not provide reports in the format our management wanted to see. CAL found a way for us to get the data directly from Dynamics GP into Excel. It took CAL about 10 hours to build, but it saves us \$13,000 a year in license fees. CAL was not only around for the initial set up, they continue to solve problems for us and come up innovative ideas.”

### “CAL Knows Our Distribution Industry”

Thor has been happy with their decision to trust their initial implementation and ongoing projects to the team at CAL Business Solutions. Andrea concludes, “The team at CAL Business Solutions are great to work with. They involve me in the process and speak in terms I can understand. It's not just all techy speak and code words. They know our distribution industry and want us to be successful.”

**Thor is a successful specialty chemical company that can now rely on the efficiency and speed of Microsoft Dynamics GP with SalesPad to help them continue their growth now and into the future.**

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*Bobbi-Ann Berglund,  
Assistant Controller, Thor*