

Specialty Chemical Manufacturer and Distributor Easily Handles 40% Growth Thanks to Microsoft Dynamics® GP with SalesPad



Customer:
Thor

Web Site:
www.thor.com

Location:
Shelton, Connecticut

Industry:
Specialty Chemical Distribution

Former System:
Microsoft Dynamics® SL

Customer Profile:
Thor is multinational manufacturer and distributor of biocides, flame retardants, personal care ingredients, and other specialty chemicals.

Highlights:

- Smoothly handled 40% 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
- Saved money with Microsoft credit

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*Robert Boyle, Controller
Thor*

The Challenge

For the last 10 years, Thor, a Connecticut-based multinational distributor of specialty chemicals, had been using Microsoft Dynamics® SL (Solomon). As the business grew, it faced the choice of a major upgrade or a new ERP software package. Thor researched the options and decided Microsoft Dynamics® GP (Great Plains) was the right fit for its specialty chemical business.

The Solution

Thor chose to work with CAL Business Solutions to implement Microsoft Dynamics GP with SalesPad. CAL had the distribution experience Thor needed and helped it save money by suggesting the Microsoft Dynamics product model transition offer to receive a full credit for Thor's investment in Dynamics SL. "The deciding factor in choosing Dynamics GP and CAL Business Solutions was the investment credit. No other Microsoft partner seemed to be able to calculate this credit for us. Plus, CAL had the ability to train and support us the way we needed," according to Robert Boyle, Controller, Thor. CAL also worked with a local Microsoft Dynamics CRM partner to help Thor replace its custom-built CRM system and take advantage of Dynamics GP to Dynamics CRM integration.

Benefits

“Increased Business by 40% Without Adding More Staff”

In the last few years, Thor Specialties has seen its business grow by 40%, so 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, Thor has not had to add additional staff or work overtime. Robert comments: "Thanks to Dynamics GP with SalesPad we can handle 40% more business without adding personnel to the accounting, inventory, or order entry teams. We have the capacity to do more with the staff that we have. This benefit alone saves the company 2 or 3 headcount per year, which will translate to a \$150,000 cost savings each year."

“Biggest Benefit is New Order Entry System”

Thor says that one of the biggest improvements has been the new, easy-to-use order entry



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 200 customers in 16 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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system, which is a feature of SalesPad. “Being able to link to all the inventory processes that we do through Dynamics GP and then pull that information up to easily view it in SalesPad is a huge benefit. We can tell a customer exactly what's available and when it can be shipped out.”

“Without New Features We Could Not Handle Our Growth”

Another key requirement for the new system was the ability to manage inventory lot tracking and expiration dates for all products. Most of Thor's inventory items are manufactured outside the 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. “If we didn't have these new features and the ability to quickly enter, see, organize, receive, and pass an entry through the system we would not have been able to handle our 40% increase in transactions,” says Robert.

“We Didn't Lose a Day in Closing”

Thor has been happy with its decision to trust the implementation to the team at CAL Business Solutions. Robert told us, “CAL has done everything really fast. You answer our questions. You get our stuff done. The implementation went very smoothly, we didn't lose even a day in closing the first month after we went live on the new system. There were no hiccups whatsoever. We started in August; we went live on Dynamics GP February 1, and we were billing on February 2.”

“ISV Tools Really Simplify Our Processes”

After the Thor team was comfortable with the new system they started to include ISV add on products for enhanced functionality. Robert says, “We added RockySoft for the inventory planning and it is just fantastic. It works so smoothly with Dynamics GP and has really improved our visibility. I use it heavily to see what inventory I have, all the way down to the item level. And we're finding that the more history we get with RockySoft, the better it gets. We are better able to tell where we're headed and how much more or less we need to purchase.”

Thor also uses Container Management from Blue Moon to handle the receipt of imported products. “Blue Moon makes the receipt of products from overseas easier and has drastically reduced the number of entries for us in the background.” says Robert. He concludes, “These add on tools really simplify our processes but I know it is Dynamics GP that wraps them all together.”

“We're Committed to Getting the Most Out of Our Dynamics GP Investment”

Robert attends local events from CAL Business Solutions and Convergence, the annual Microsoft Dynamics user's convention. “Before Convergence I sit down with each of my teams and compile their wish lists. At Convergence I can talk to all of the vendors who could possibly assist in improving our system in a very short period of time. I'm too busy to be calling multiple vendors over several months. Instead, I walk in with a list of questions and I walk out with a list of solutions. Attending Convergence is the best way I can spend my time.”

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

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