

A.H. BENNETT RUNS

COMPANY EFFICIENTLY WITH ACTIVANT CATALYST



EXECUTIVE SUMMARY

A.H. Bennett Company, a distributor of roofing, siding and windows has been relying on Activant® since 1999. During the past decade, A.H. Bennett has expanded its solution to add Document Management, Dispatch & Delivery System™ (DDS), and most recently began using Activant's next-generation LBM technology platform, Activant Catalyst™. A.H. Bennett trusts its business to Activant,

and its partnership with the Activant team. "Activant is very reliable and the employees are friendly and knowledgeable. I really like the partnership we have with Activant," says Denise Silnes, Manager of Information Systems.

Activant Catalyst—the Future in Business Management

A.H. Bennett began using Catalyst in the Accounts Receivable department. "Activant Catalyst saves 20% of my time in answering credit inquiries and 40% when managing cash receipts. I can look up and print an old invoice in one minute instead of the five minutes it took before. With the new user-friendly, tabbed interface and screens that combine information previously held in separate places, everything I need is no more than one-click away. Best of all, the new Launch Pad opens with all of my favorite modules ready to use. Catalyst is a great interface," says Natalie Erickson, Accounts Receivable, A.H. Bennett.

Flexible Pricing Raises Margins and Customer Satisfaction

To achieve its revenue goal, A.H. Bennett focuses on customer service and uses Catalyst's flexible pricing matrix to help keep customers happy. "Catalyst helps us classify our customers so we can give them the best price possible," explains Denise. "Catalyst's standard pricing capability eliminates incorrect pricing and transaction reversals, like charge backs and credit, which consume valuable time and compromise good will. On top of that, we use matrix pricing to apply extra discounts if needed to meet market conditions. With Catalyst Quotes & Bids, we apply prices to a specific job, which gives customers peace of mind and allows us to price every job individually as needed."

Catalyst Reports Drive Business Decisions

A.H. Bennett relies on easy access to Catalyst data to help guide a myriad of decisions. Sales reps receive monthly sales analysis reports that detail sales by individual customers. Sales reps then talk to their customers and create plans to increase revenue. Other reports identify sales trends, down to the SKU level, so that management knows what's selling, and what's not. "We use reports to determine which products to feature in our newsletters and statement flyers.

PROFILE

Headquarters: Minneapolis, MN

Annual Sales: 30% commercial;
70% residential

Sales Breakdown: 65% Commercial,
35% Residential

Number of Employees: 70

Locations: 5

Founded: 1922

Affiliation: none

"The Activant Catalyst solution has the perfect mix of power and usability. It is the most intuitive solution Activant has introduced to this market."

DENISE SILNES
MIS MANAGER

A.H. BENNETT COMPANY

We spot customer buying trends early and adjust our purchasing accordingly. We also watch our margins and prices carefully and get sales reports to our sales staff so they can increase sales," says Denise.

Annual Inventory is Dramatically Faster with Catalyst

At each A.H. Bennett location, annual physical inventory would last one week and today only takes two days. "The Catalyst inventory program is 100 percent better than what we had before. We no longer have to close for numerous days," describes Denise. "We can be counting and entering data simultaneously, and running reports to measure accuracy so that we can instantly make corrections. We get our inventory done and continue with normal business operations with minimal disruption."

Document Management Saves Time and Reduces Expenses

Document Management has been a lifesaver for A.H. Bennett. "With Document Management, we get the information within 30 seconds without leaving our desk," explains Denise. "When a customer calls and requests a copy of his invoice, we fax it right from the computer. They're happy, and we're happy."

Denise can't say enough about Document Management and its positive impact on the business. In fact, she claims the application paid for itself within the first year. "Because we no longer file, we eliminated one position with an average salary of \$23,000 per year. By sending statements and invoices electronically, we no longer buy pre-printed forms and we save money on postage. The actual cost savings combined with time savings are incredible," continues Denise.

Improving Customer Service with Dispatch and Delivery System

In 2007, A.H. Bennett implemented DDS to manage its delivery process. Delivery management is now state-of-the-art with GPS trackers and digital cameras on every truck and a computerized system that is updated in real-time. "Before, we had to call the dispatcher to get a delivery update and now we can see for ourselves on our own screen. He's more productive without the interruptions and we can provide our customers with accurate information about their delivery," says Denise.

Activant DDS provides another way for A.H. Bennett to provide superior customer service. "We can tell customers, within a very tight timeframe, when their delivery will arrive and we know the exact time that a delivery occurred. Drivers also take a digital photo of the delivered times, which comes in handy for the occasional customer claim that items weren't delivered. Customers really do appreciate our professional delivery capabilities," explains Denise.

"Our business is very complex. In order to keep things running smoothly, we need a robust business management solution with integrated accounting. However, all this functionality makes for systems that can be very complicated and difficult to use," remarks Denise. "The Activant Catalyst solution has the perfect mix of power and usability. It is the most intuitive solution Activant has introduced to this market."



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ABOUT ACTIVANT

Activant, a leading technology provider of business management solutions serving small and medium-sized businesses, offers customers tailored proprietary software, professional services, content, supply chain connectivity and analytics. Activant's systems are designed to help customers increase sales, boost productivity, operate more cost-efficiently, improve inventory turns and enhance trading partner relationships.

To learn more about this or other Activant products and services, please call 888.463.4700.

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