

MANUFACTURERS ONLINE REPRESENTATIVES

SOFTENGINE SAP BUSINESS ONE CUSTOMER SUCCESS STORY

Manufacturers Representatives Online

Since Implementing SAP Business One,
Manufacturers Representatives Online has
grown by almost 5%.

Quick Facts

Name: Manufacturers Representatives Online
Location: 150 Quadral Dr. Suite A Wadsworth, OH 44281
Industry: Manufacturers Rep Firm
Products: Wholesaler of A/V Equipment
Website: onlinerep.com/
System: SAP Business One ERP

President Mark Taylor - "We were running an older version of Business One that worked for us, but, after seeing the new version of SAP Business One we started to see things we wanted; better tools, calendars, etc."

Online is a manufacturer's rep firm serving the commercial audio and video markets in Ohio, Western Pennsylvania, West Virginia, Kentucky, and Indiana. Online Marketing, Inc. was founded in 1989 by Mark Taylor and Mike Wuellner after they left management positions with Audio-Technica. The new company was founded with the belief that providing technical expertise, continuing education, and an exceptional customer experience would provide greater value to their customers and to their vendors.

Online specializes in the audio and video integration markets, servicing a broad range of clientele including AV, IT, security, and electrical contractors. As the merger of AV, IT, and security technologies change the landscape of the industry, Online continues to be an industry leader in providing its customers with the knowledge and solutions they need to be successful. From corporate to commercial, house of worship, education, retail, rental, and production, Online has the experience and relationships to deliver effective placement and growth in the marketplace.

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Challenge

On-Prem Server Became too much to Handle as Growth Accelerated

After years of smooth sailing, Manufacturers Representatives Online's Business One partner got bought out by a larger corporation. After this, the service was unfortunately not the same. Manufacturers Representatives' in-house server was no longer being adequately supported, and the new partner was wanting to nickel and dime them. Manufacturers Representatives Online decided to look elsewhere for service and support.

Additionally, with all the new features and options now offered within SAP Business One Version 10, along with cloud hosting. Manufacturers Representatives Online decided to make the move to the cloud upgrading from SAP Business One version 8 to version 10.

Solution

Why Softengine & SAP

Once Manufacturers Rep. saw the new version of SAP Business One Version 10.0, they wanted and needed to upgrade their current system to ensure continued growth within their company.

The newly released features and efficiencies within Version 10.0 gave them incredibly useful additional tools such as financial calendars, return authorization processes for RMAs that previously didn't exist, and much more. SAP Business One's 'all-in-one' package featuring CRM, purchasing, accounting, inventory management etc., was the perfect solution for Manufacturers Rep, which fueled the decision to stick with the software, but move partners.

Softengine's world class team of SAP Business One specialists helped Manufacturers Representatives Online make the partner move smooth and worthwhile.

"My experiences over the past couple of months have been spectacular. When you get to work with really talented and smart individuals, it shows"

Mark Taylor, President, Manufacturers Representatives Online

Results

Manufacturers Representatives Online Experience Growth and Thrive with SAP Business One Hosted on the Cloud

President Mark Taylor had a goal for Manufacturers Representatives Online; to move off their on-prem SAP Business One hosting platform and move to the Cloud. By moving to the cloud, in Taylor's words, he could "future-proof" the business while still operating at maximum efficiency with SAP Business One. Since implementing, Manufacturers Representatives Online was able to eliminate two front-end positions and triple in business revenue due to the automation and accuracy that Business One provides.

When talking about his experience working with the Softengine team as a SAP Business One implementation partner, Taylor says, "My experiences over the past couple of months have been spectacular. When you get to work with really talented and smart individuals, it shows". Utilizing Business One's fully comprehensive solution, Manufacturers Rep grew their business by almost 5% while achieving complete cross-departmental transparency, real-time insights, internal operations automation, and much more.

Moving to SAP Business One and teaming with SAP Gold Partner Softengine, Manufacturers Representatives Online has officially 'future-proofed' their business, continues to operate with incredible efficiency and looks forward to many more years of success.

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