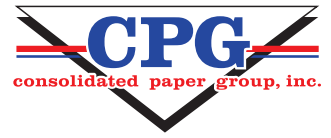


# Exceeding Goals - Driving Sales

by Debra Puryear, Consolidated Paper Group, Inc.



Consolidated Paper Goup Inc. is a family owned and operated company selling janitorial supplies and a full floor equipment line. In October 2009, Consolidated Paper Group Inc. decided to convert from Stanpak to DDI System's **inform** software to run their entire business operations. The first thing I noticed is that month end is awesome! It is completed in a fraction of the time that was needed with our old Stanpak system. Activant users have no idea how much friendlier this system is, and it's more economical.



We've set a goal of a 15% increase to our bottom line our first year on **inform**. We know that with DDI's **inform** software, the increase will be even greater. We love this system, it's the smartest thing we ever did.

The salesmen really notice a difference. With Stanpak there was always a delay; with DDI we have instant real-time knowledge. Our phone calls have gone down 50% because our salespeople know what's in inventory and what is on back order. The salesman have more control and are putting in their own orders, they don't have to rely on us, they have instant access to information and even know if they have to substitute something right away.

The system is very easy to learn. Our customer service reps caught on so fast. They put orders in while they are talking to customers; they could never do that with our old system. Everyone uses the events and tasks calendar. This helps our sales manager see what his salespeople are doing each day.

DDI's alert messaging gave Mr. Hardcastle, our owner, the opportunity to catch order errors before they went out. This feature alone has increased our overall profits. Some of these errors would not have been caught with the Stanpak system. The salesmen also get an alert when an item is priced below the set profit margin so they can make a margin adjustment before they commit to the sale.

Our management, sales, and customer service teams agree - we all love this system!



To learn more go to [www.ddisys.com](http://www.ddisys.com) or call us at 877-599-4334.