



Riverside Paper Company Success In Recession-Savaged Florida is “In the Box”

On the same day that Florida’s unemployment numbers hit the highest point in 35 years, Howard Steirn, president of Miami-based Riverside Paper Company, shared his secret to retaining his employees and growing his business. And it has nothing to do with a government bailout or cutting staff.

“I went with DDI for several reasons,” recalls Steirn. “First, they were a smaller company that moved quickly to answer our questions and proactively address our needs. I was looking for a company to build a relationship with and I was impressed not only with the product but also with their people.”

Howard Steirn

President, Riverside Paper Company



Riverside Paper Company is Florida’s premier industrial packaging manufacturer, converter and distributor. The company has a manufacturing plant in Miami, four distribution centers located strategically throughout the state, over 7,000 customers and more than 70 employees. Since 1973, the company has provided Florida businesses with corrugated boxes, packaging materials, shipping supplies, material handling and janitorial products at discounted prices.

So when the businesses that purchase from Riverside Paper Co. experience difficult times, it has repercussions throughout the company. But Riverside Paper Co. has been able to work smarter this year and retain its valuable employees.

To learn more go to www.ddisys.com or call us at 877-599-4334.



What is the secret to working smarter? It's found "in the box" of every Riverside Paper Company computer workstation.

What Goes "In the Box"?

There comes a time in every business owner's life when a decision has to be made about business software and what gets loaded in your computer "boxes." It is either a decision to initially invest in a package or the realization that the current system is not keeping up with your business demand.

Although Steirn was a past president of the Stanpak user group, it was an easy decision for him to convert from his Stanpak software package to DDI System's **inform**. It also proved to be the most seamless conversion imaginable (went live overnight, in fact) and has reaped business benefits far beyond his original expectations.

"I went with DDI for several reasons," recalls Steirn. "First, they were a smaller company that moved quickly to answer our questions and proactively address our needs. I was looking for a company to build a relationship with and I was impressed not only with the product but also with their people."

Steirn also realized that after converting to DDI **inform**, he would be paying less in monthly fees while receiving the most current technology and cost benefits.

He found a business soul-mate with DDI, as the software company demonstrated a keen understanding of the paper and packaging industry and the business intricacies that Steirn deals with everyday.

Streamlining Made Simple

"There are three main areas where we have seen real time and money savings with **inform**," points out Steirn. "Those are accounting, purchasing and customer service. The way DDI links screens and enables us to jump from one screen to another, from one transaction to another saves a tremendous amount of time. All our locations are able to view and share all inventory, pricing, shipping, and customer information."



Since the conversion, **inform** has proven its prowess in streamlining and simplifying just about every department in the company. Each day, it saves thousands of keystrokes, decreases the number of open screens on every monitor, and catches billing errors before deliveries leave the loading dock.

He [Steirn] found a business soul-mate with DDI, as the software company demonstrated a keen understanding of the paper and packaging industry and the business intricacies that Steirn deals with everyday.

"I cannot quantify our total savings, but it is substantial," claims Steirn. "We've been able to use that time savings to connect with customers in more meaningful ways. We are implementing marketing projects that we always wanted to do, but were unable to tackle because we did not have the time."

Inform assists these marketing efforts through its customer relationship management function. Salespeople, while on the road, are able to instantaneously access customer information including appointment history, attachments to invoices, correspondence, and tasks. There is even a built-in ability to suggest accessory items based on item configuration and find substitutions for out-of-stock items.

As Steirn points out, the bottom line for Riverside Packaging Company is simple, "We are growing our business without adding employees." And that's pretty impressive for a business located in the midst of a state struggling in today's economy.