



## Epicor Success Story

# Electro-Matic Products, Inc.

## Epicor Prophet 21 provides benefits of real-time information to Michigan distributor

### Company Facts

- ▶ Location: Farmington Hills, Michigan
- ▶ Industry: Electrical
- ▶ Number of Stores: 4
- ▶ Web site: [www.electro-matic.com](http://www.electro-matic.com)



### Success Highlights

#### Challenges

- ▶ Automate sales, reporting and training processes for a Michigan-based distributor, and integrate Customer Relationship Management so that all employees could work from the same database

#### Solution

- ▶ Epicor Prophet 21

#### Benefits

- ▶ Data entry is 3-4 times faster than with previous system
- ▶ Real-time information available to salespeople
- ▶ 5-10% increase in overall sales, without adding any customer service personnel

Electro-Matic Products Inc. of Farmington Hills, Mich., is a supplier of a complementary group of products, services and components targeting the users and manufacturers of industrial automation equipment and on-premise signage. The company was founded in 1969 and has \$63 million in annual revenues and 130 employees.

Manager of Customer Satisfaction Kathy Johnson was involved in Electro-Matic's initial decision to implement Epicor's Prophet 21® Enterprise Resource Planning (ERP) solution. "We started looking at ERP systems, and heard good things about Epicor's products from other distributors," she recalls. "Later, the first item that came up in a Web search was Prophet 21—still considered the best."

Johnson notes that the software product Electro-Matic was using at the time was set up for manufacturers, and their offerings did not fulfill Electro-Matic's goals of automating some processes and becoming more productive.

The company began system implementation of Prophet 21 in 2008 and went live in January 2009. "It took a while for us to get where we needed to go," says Johnson. "We had a lot of front-end data cleanup and data conversion to do. Epicor was great about helping us and training us throughout the process."



## Powering CRM

Electro-Matic Vice President of Sales and Marketing Dave Scaglione was involved in the implementation of the Prophet 21 Customer Relationship Management (CRM) program. "We knew we wanted our CRM integrated with our business systems," he notes. "Unlike our previous system, Prophet 21 had the CRM features we wanted, integrated into the business system."

According to Scaglione, one of the key advantages of the Prophet 21 system is the speed with which it runs. With the previous system, it was difficult to get salespeople to make CRM entries. He observes, "When the system does not respond right away, people can get frustrated—especially if they are in a remote location. Data entry is now three to four times faster, and we can input things in seconds." The company uses Prophet 21 CRM to do everything from managing sales opportunities and viewing the sales pipeline, to making financial and investment decisions based on trends in the pipeline.

"We all work from one database now, whereas in the past, our customer service department used a separate database. Without realizing it, we were duplicating a lot of efforts. With one database, we are much more current and coordinated," Scaglione states.

## Portal Design and Training Support

With the portal design features of Prophet 21, Johnson can help sales and management see all of their opportunities, details of bookings for the day, and open invoices, all in one place.

"I ask for very specific items, and I get the information within seconds," she notes. "The information that each person needs is right there for them—no running of reports needed."

Scaglione also appreciates the benefits of the customizable reports and portals, saying, "This gives our salespeople real-time information on their customers and accounts."

As with the portals, Johnson cites the ease of use of Epicor's Learning Management System (LMS). "People can do the training on their time, and then I am notified when it is complete," she says. "They can view the material at their convenience—which is a great advantage."

## Increased Productivity and Self-Sufficiency

According to Johnson, the benefits of the Prophet 21 solution are easy to see: "Since we implemented Prophet 21, we have had a 5-10 percent increase in our overall sales, without adding any customer service personnel.

"The people we work with at Epicor are great," notes Johnson. "They help us become self-sufficient with certain tasks. Epicor gives us the tools, and then works with us to make sure the tools all work well. And not all ERP systems have as much flexibility as Prophet 21 does. The system looks the way you want it to look, and we appreciate that."

For more info on Electro-Matic's products and services, visit their Web sites: [www.empautomation.com](http://www.empautomation.com), [www.empconnectivity.com](http://www.empconnectivity.com) and [www.empvisualsolutions.com](http://www.empvisualsolutions.com).

## About Epicor

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