

**SOFTREND**  
**FOUNDATION 3000™**  
 BUSINESS OPERATING SYSTEM  
 www.softrend.com

BRITISH CANADIAN IMPORTERS EXPORTED THEIR OLD SOFTWARE AND IMPORTED FOUNDATION 3000™ FOR THEIR GROWING BUSINESS."

## CUSTOMER

BRITISH CANADIAN  
 IMPORTERS LTD.

## INDUSTRY

Packaging Materials to the Paper and  
 Food Service Industry

## LOCATION

Burnaby, British Columbia

## NUMBER OF LOCATIONS

One

## NUMBER OF EMPLOYEES

19

## SYSTEM

Foundation 3000™  
 Business Operating System (BOS)

- Accounts Payable
- Accounts Receivable
- General Ledger
- Sales Orders
- Purchase Orders
- Inventory Control
- Contact Management
- Import Brokerage
- EDI

BCI is the exclusive distributor for a limited range of merchandise throughout British Columbia, Alberta, Saskatchewan, Manitoba, and North West Ontario. They are the sales agents for a further select group of companies throughout the same territories. As sales agents, they are responsible for relations between the manufacturers and the distributors, as well as maintaining relationships with end users. Their office in Burnaby has two fully stocked show rooms showcasing the products that they represent. They believe in providing a service of looking outside the box for the food industry, always providing new and innovative ideas of presenting and creating new products.

British Canadian Importers was formed in 1935 to supply products to the bakery, dairy and food processing industries. They expanded their business in 1959, becoming a sales agent for packaging materials to the paper and food service distributors throughout Western Canada. In February 2007, after outgrowing their new facility, they moved to Burnaby, BC from an office in downtown Vancouver.



## THE CHALLENGE

Export one character-based Unix system and import one Windows™ accounting and business solution from Softrend Systems Inc!

Michael Hnuta, the Purchaser of Ingredients at BCI (British Canadian Importers) had a dilemma. While the company was reviewing its aged IT system, they had to decide what to do; build their own custom brokerage system from scratch or buy and customize? The decision was made to buy and customize. They went with a company that had strong financials, yet could also do customizations that were specific to BCI's industry.

"We had particular challenges that related to our packaging products business model", said Michael Hnuta. "We deal with a large number of customer pricing contracts on behalf of our manufacturers. Previously, we did all price changes manually when they were required. Each contract had to be edited one-by-one and what used to take days by a dedicated employee now takes only a matter of minutes. It was becoming so inefficient that we had to move to a new system. Much of what we did on the brokerage side was all manual entry of transactions, which was costing the company hundreds of wasted hours," said Michael.



## CHALLENGE

BCI needed brokerage software. Some goods are ordered, but they don't take possession of inventory. Nothing existed that BCI liked.

## SOLUTION

Implement Foundation 3000™ Unified Business Solution. Develop an integrated food brokerage software module.

## RESULTS

Having an integrated brokerage system linked into accounting, inventory and our purchasing system saves us hundreds of hours of previous double entry.

**SOFTREND**

**FOUNDATION 3000™**  
BUSINESS OPERATING SYSTEM

www.softrend.com

“When we struggled to find software that could reflect what we really do on our packaging side – import and drop-ship without taking possession of inventory, our company turned to Softrend Systems Inc. of North Vancouver, BC, because they could customize their system for us.”

—Michael Hnuta,  
Purchaser of Ingredients,  
British Canadian Importers



**SOFTREND**  
SYSTEMS INC.

#### ABOUT SOFTREND SYSTEMS

Softrend Systems Inc. is a leading provider of unified enterprise management software in Canada, servicing the North American market. Softrend develops and sells accounting, light-ERP, online and mobile software solutions for SMEs (Small and Medium Enterprises) and mid-market companies looking to take their business to the next level with sales and business management techniques used by larger firms. Softrend is engaged in “solving business problems with software.” In addition to its business application sales, Softrend often provides clients with customized features tailored to specific business requirements. Its services include software, data migration and conversion, implementation, training and customization. Foundation 3000™ is a Business Operating System (BOS) that successfully competes with world-class products from other brand name companies.

SOFTREND SYSTEMS  
#7, 1225 East Keith Rd.  
North Vancouver, BC  
Canada V7J 1J3

www.softrend.com

HEAD OFFICE  
(604) 983-3389

TORONTO OFFICE  
(226) 339-7140

“Using Foundation 3000™ speeds up our order entry process. The brokerage system features integrate so well that we’d be hard pressed to do without them now.”

—Michael Hnuta, Purchaser of Ingredients, British Canadian Importers

#### THE SOLUTION

In 2001, British Canadian Importers started looking at their options. They knew there would be customizations involved. After looking at a number of options, finally it came down to two systems and BCI was really impressed with Softrend System’s Foundation 3000™ software. So, around January of 2002, the company decided to go with Foundation 3000™ and work started on a custom built brokerage software system designed specifically for BCI’s business model.

It took Softrend around three months to develop a custom brokerage module that helped BCI with their food packaging products woes. That being said, they also carried inventory in stock and sold it like any other wholesale distribution company. So the dilemma was in building a system that could handle both being a broker and a distributor at the same time.

“Softrend mapped out our business model and went to work”, said Michael. “The other thing we needed was EDI (Electronic Data Interchange) and with Foundation 3000™, having EDI built-in was a bonus for us!”

#### THE RESULTS

- Say goodbye to spreadsheets
- Integration of commissions tracking with the brokerage business
- Built-in EDI means simplicity

#### GOODBYE TO SPREADSHEETS

BCI used an old character-based system and a host of spreadsheets to manage their daily operations. Living in ‘spreadsheet hell’ made it labour intensive to deal with many of the contracts they have between vendors, distributors and customers. “Because we work closely on both sides of the transaction while representing our vendor’s products, we need to manage thousands of price changes ongoing,” said Michael. “Foundation 3000™ handles these contracts and the pricing for us seamlessly. What used to take days, now takes only a couple of minutes,” he said.

#### COMMISSIONS INTEGRATION WITH BROKERAGE BUSINESS

Losing hundreds of hours of manual entry and the difficulty in tracking of commissions by hand was costing the company in resources. “As we’ve grown over the years at a rate of around 12% per year, we’ve been able to redeploy our staff from just being data entry clerks, to being more productive CSR’s (customer service reps) that can quickly move from one customer’s order to the next. Using Foundation 3000™ speeds up our order entry process,” said Michael. “The brokerage system features integrate so well that we’d be hard pressed to do without them now.”

#### BUILT-IN EDI

In the food business, BCI deals with both large vendors and customers. Electronic Data Interchange is considered a standard for sending and receiving both purchase orders and invoices. In some cases, companies not using the EDI standard put themselves at risk of fines or fees by not being EDI compliant. Foundation 3000™ now handles British Canadian Importer’s EDI responsibilities with its partners and the sending or receiving of documents is so simple, that it’s done virtually with one or two clicks of a button.