

SOFTREND
FOUNDATION 3000™
 BUSINESS OPERATING SYSTEM
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DIAMOND ICE COOLED ON THEIR OLD ACCOUNTING SYSTEM AND CHANGED TO FOUNDATION 3000™

CUSTOMER

DIAMOND ICE SYSTEMS LTD.

INDUSTRY

Distributor of Heating, Ventilation, Air Conditioning and Food Refrigeration (HVACR) Equipment

LOCATION

Burnaby, British Columbia

NUMBER OF LOCATIONS

Calgary, Edmonton, Winnipeg and Victoria

NUMBER OF EMPLOYEES

30 (In 5 locations)

NUMBER OF CUSTOMERS

Approx. 2,000 customers in Western Canada

SYSTEM

Foundation 3000™
 Business Operating System (BOS)

“Softrend sells a very solid product, which definitely helped Diamond Ice grow.”

—Bob Graham,
 President and Co-owner,
 Diamond Ice Systems Ltd.

Diamond Ice Systems Ltd. is a premier distributor of food refrigeration equipment and of all things for commercial HVACR installations for over 10 years. It's the company's commitment to quality products and attentive customer care that has made it one of Canada's fastest growing HVACR companies. Diamond Ice serves approximately 2,000 customers from its five locations throughout Western Canada.



CHALLENGE

After spending many years working in the HVACR industry, Bob Graham and Dennis Day formed Diamond Ice Systems Ltd. in early 2000. They opened the first branch in Burnaby, BC, and soon after added the Calgary and Winnipeg branches. As a result of the expansion, it quickly became clear that Diamond Ice's old Order Entry system was unable to keep up with the company's growing sales, staff, new customers and expanding distribution channels.

Before the expansion, Diamond Ice was using MYOB financials for accounting and ECM as their point-of-sale system. However, with the addition of new branch offices, Diamond Ice soon outgrew ECM because it was not robust enough and it was rendered unreliable due to continual Internet-based connection problems. “Lack of reliability and the speed of our growth were the drivers in the change of our system at the time,” explains Graham, Co-owner of Diamond Ice “Growth was phenomenal and it was all happening at the same time as connection problems were being experienced by our branch offices.”

As many Diamond Ice customers were in other provinces, and the company quickly saw the need to open additional branches to service their

expanding customer base. It had the technology to complete customer orders online, but because Diamond Ice's old Order Entry system was Internet-based, the speed of order entry was effectively grinding things to a halt. The branches relied heavily on their Internet connection for placing orders quickly and for viewing inventory levels across the organization. Customer service staff, who were responsible for all aspects of order entry and had to process and enter each order into ECM, were really struggling to keep up. Graham knew they needed to increase their efficiency in processing orders, especially as the company grew. “How to get orders in and out fast....speed and efficiency were critical for us,” says Bob Graham.

According to Graham, Diamond Ice's priorities were managing customers and inventory, and processing orders accurately and efficiently, so the solution they required was mission-critical, and they could not afford downtime or lags in service. They needed a cost-effective, user-friendly, flexible solution that could be adapted to meet the needs of their growing organization.



CHALLENGE

Using multiple applications that didn't talk to each other meant huge inefficiencies for a growing organization.

SOLUTION

Foundation3000™ is an all-in-one accounting and business management software from Softrend Systems Inc. of North Vancouver, BC, Canada.

RESULTS

Most of the benefits from Foundation 3000™ were realized in the Purchase Order management module. Foundation 3000™ also offered more accessibility to data for Diamond Ice staff, and with the increase of its staff to 30 employees, it meant quick through-put across the branch distribution channel.

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“Without Foundation 3000™, we couldn’t process orders to our customers quickly enough. If we are not delivering on time and meeting customer needs, we are in trouble. It’s the core of our business. In our world, whatever drives cost savings is top priority.”

—Bob Graham,
President and Co-owner,
Diamond Ice Systems Ltd.



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.

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“We knew we were increasing efficiency when we could view inventory levels in all branches at a glance and either create Purchase Orders for the branches, or invoke warehouse transfers to optimize stock levels in all our branches—all from the same screen.”

—Bob Graham, President and Co-owner, Diamond Ice Systems Ltd.

SOLUTION

Diamond Ice Systems Ltd. chose Softrend Systems Inc.’s Foundation 3000™ for their financial and business software solution. They evaluated multiple solutions and viewed many demos. However, after reviewing Softrend’s website and viewing a live demo, they decided on Foundation 3000™ because it offered the most value for the best price. It offered far more functionality than similarly priced competitive products. Another reason Diamond Ice chose Foundation 3000™ over other products was that it came with all modules compared to module-specific competitive products. For a growing company like Diamond Ice, who didn’t know what they would need in the future, they appreciated having all the features to choose from.

In addition, they greatly valued the user-friendliness of Foundation 3000™. They were able to get their staff up and running with it quickly and with minimal training. In fact, it took less than 3 months to implement Foundation 3000™, which is extremely efficient when implementing a new financial or ERP system.

The solution was also flexible enough to adapt to Diamond Ice’s growth in sales, customer channels and number of users, allowing the HVACR provider to increase from 10 to 30 users overnight at a very cost-effective price. “For our growing company, cost was everything. Keeping costs down was a factor,” says Graham.

Of all the Foundation 3000™ features, the Sales Order and Purchase Order modules were at the top of Diamond Ice’s list. The solution gives Diamond Ice the ability to extend customer profiles and history, easily add new customers, enter orders and have the orders show up correctly in the customer master and accounting parts of the system, a big improvement from its old system. According to Graham, Diamond Ice views itself as a sales organization first, so driving revenue was all about how fast an order could be processed or a customer profile could be added. Foundation 3000™’s “multi-warehouse view” in Purchase Orders quickly became indispensable as a dashboard for ordering inventory across all branches. Fast warehouse transfers meant Diamond Ice could process and get an order shipped within 3 days—even between branches—leading to improved efficiency and reduced inventory costs.

RESULTS

- ▣ Increased productivity by streamlining inventory ordering across branches
- ▣ Improved customer service by improving order accuracy and increasing order processing speed
- ▣ Supported rapid growth of customer distribution channels

Because the company was growing so fast, Diamond Ice Systems Ltd. was unable to precisely measure the benefits resulting from Foundation 3000™’s implementation. But Graham was able to identify the following significant qualitative benefits:

INCREASED PRODUCTIVITY

With Foundation 3000™, Diamond Ice had access to better information through improved reporting. More importantly, Softrend had much tighter integration between all the branches than it had with its previous software, which was very restrictive. “Before Foundation 3000™, we had 2 different systems that were not integrated, and now, with Foundation 3000™, we have access to our customer information that also includes the accounting and financial picture too,” says Graham.

IMPROVED CUSTOMER SERVICE

With a true multi-location/warehouse system, Diamond Ice was able to significantly increase its volume of sales order entry, its processing time and its shipping time, which ultimately helped drive increased revenue for Diamond Ice, while reducing its inventory exposure in all the branches.

SUPPORTED RAPID GROWTH

With each expansion, Diamond Ice was adding a lot of new customers per month, and Foundation 3000™ easily adapted to that growth. It allowed Diamond Ice to easily increase its branch network without negatively impacting its financial position.

With branches in Calgary, Edmonton, Winnipeg and Vancouver Island, Diamond Ice was benefiting immediately from increased efficiencies and also from substantial cost savings derived from Softrend Software’s Foundation 3000™.