



Empower Business Solutions / Trinity Case Reference

Imler's Poultry satisfies need for information and prepares for future growth

Customer: Imler's Poultry

Web Site: www.imerspoultry.com

Customer Size: 300 employees

Location: Altoona, PA

Industry: Distribution

Customer Profile:

Established in 1903, Imler's Poultry is a food distribution company headquartered in Altoona, Pennsylvania. The company services both retail and foodservice customers throughout the Eastern United States.

Software and Services:

- 40 user Dynamics GP system
- BI by Empower Advanced Reporting for Distribution
- Trinity Distribution software for Dynamics
- Implementation by Empower Business Solutions

Hardware:

- Dell servers
- Dell Workstations and laptop

"We can access any information at a click of a mouse. Empower provided us with the tools to make our own reports and access information that would previously have been impossible."

Missy Lovrich, CFO Imler's Poultry

The Challenge

Originally formed in 1903, Imler's Poultry is a well established food distribution business with fifth generation owners. The company has been growing rapidly over recent years but management recognised that continued future growth was increasingly likely to be hampered by their existing computer systems. For example, the old system lacked any capabilities for management to analyse information for making quality business decisions. It had reports but there was no ability to make new ones or to use Excel to slice and dice data. They also recognised that they would need a specialised solution to address the functional needs of their business eg catch weights.

"We wanted a solution that we would not outgrow and an IT partner to help us utilise technology to grow our business and monitor business performance proactively." Missy Lovrich, CFO Imler's Poultry

The Solution

Imler's contacted local Dynamics reseller – Empower Business Solutions – and they worked together to identify the best overall solution.

Missy Lovrich continues "We felt comfortable that Microsoft would provide us with a long term solution and were happy with the BI and overall Dynamics expertise from Empower. However we also quickly realised that Dynamics out of the box would not meet the business's functional needs. The Trinity food solution filled this gap and gave us all the extras we needed to ensure that Dynamics was a great fit for our business. It was clear from the outset that Trinity has rich experience in this sector as they seem to have all the bases covered. Catchweights for example is critical to us and this was the only solution we found that provides it on Dynamics GP. Also, Trinity's software enhances sales order capture, logistics, including load planning as well as many aspects of pricing.

Having such direct access to the industry expertise and package software provided by Trinity made a huge difference to our ability to meet Imler's expectations."

TRINITY



Microsoft Dynamics™



Microsoft Business Solutions
ISV Software Solutions

Info on Empower

Empower is a Gold Certified Dynamics GP partner located in Altoona, PA. Empower has been implementing ERP solutions since 1989. Empower has developed around Dynamics GP their own Business Analytics tailored for distribution companies using Microsoft SQL and Excel. Empowerment by Empower enables companies to proactively manage their business with real time up to date information at their fingertips.

Info on Trinity

Trinity Computer Services is a Microsoft Dynamics partner dedicated to meeting the unique needs of the Distribution sector. Trinity software modules have been developed specifically to add important distribution functionality to Microsoft Dynamics GP. Trinity delivers its solutions as a reseller in its own right in the UK but also makes them available to partners and end-users worldwide via Microsoft Partner Program. These solutions have been installed in over 400 companies in 20 countries worldwide as part of this program backed up by comprehensive training and support facilities.



Providing ERP & Business Intelligence
Solutions for More than 20 Years

Every time we hit up against an issue it seemed Trinity already had the answer. There is no substitute for working with a company that has “been there before”.

Joe Hasson, Empower Business Solutions

The Benefits

Imler’s now have an IT solution that provides many advantages and benefits over their old system. Examples are:

- Extended Food Distribution functionality for their business as delivered by a range of Trinity modules including customer templates, catchweights, vehicle load planning and extended pricing integration. A key benefit from the installation is radically improved updating of prices – a regular task at Imler's where a two to three manday job has been reduced to less than one hour.
- A range of major information system enhancements mostly derived from the use of Empower’s Advanced Reporting software. Easy access to comprehensive BI analysis and reports is now providing highly valuable information for all Imler’s management. "We can access any information at a click of a mouse. Empower provided us with the tools to make our own reports and access information that would previously been impossible or hugely complex" - Missy Lovrich, CFO Imler's Poultry
- Extensive use of electronic communication helping to cut costs and improve speed information flow internally and externally. Examples are:
 - a: Autosend of customer statements and price sheets
 - b: Salesman information system – including early warning of customer adverse buying trends for quick action

"Our salesman get sent a report automatically via e-mail every Saturday telling them what customers and items have had a downward sales trend in the last four weeks. This enables them to proactively call the customer on Monday and find out if there is a problem and put it right." - Bryan Imler, Director of Sales, Imler’s Poultry.

“The quality of information we now have at our fingertips to make accurate decisions is way beyond what we ever imagined. With Empower and Dynamics GP and the added power of Trinity there are no hurdles today and going forward”.

Clyde Monahan, General Manager