

Client

Short Block
Technologies, Inc.
shopsbt.com

Type of Business:

Personal watercraft
engine repair parts and
accessories

Number of Locations: 1

Number of Employees:

100+

AccountMate Users on System: 31

AccountMate Modules:

- Accounts Payable
- General Ledger
- Inventory Control
- Payroll
- Purchase Order

3rd Party Applications:

Sales Analysis and
Forecasting

“This custom system feature allows employees to quickly check multiple shipping options without having to toggle to and enter data into various other programs without experiencing any interface delays, ultimately reducing customer hold time and significantly improving overall customer satisfaction levels.”

– CJ Lammers,
President, Short Block
Technologies

Personal Watercraft Supplier Achieves Optimal Inventory Levels with AccountMate

In business since 1997, Short Block Technologies, Inc. (SBT) is the largest supplier of remanufactured personal watercraft engines in the world. Offering rebuilt Sea-doo, Kawasaki, Yamaha, Honda, Polaris and Tigershark engines, SBT also carries a complete line of parts, components and other accessories from most leading manufacturers in the industry. With headquarters in Clearwater, Florida, the company's extensive testing program ensures that SBT reconditioned engines and parts perform better than new even under extreme circumstances.

Providing exceptional customer service with a knowledgeable team of experienced watercraft sales specialists is the foundation of their success. Whether it's meeting or exceeding OEM specifications, offering a unique, one-year fault free warranty on every engine sale or maintaining a well-stocked warehouse, SBT knows how to build a sustainable business.

The Challenge

Maintaining optimal stock levels became increasingly more challenging for SBT as demand for their products increased world-wide. With over 14,000 components in inventory valued at \$5M, knowing what or how much to stock for watercraft engines is a critical business decision. Having too much stock may result in lower profit margins or higher inventory carrying costs if stock remains in-house too long. On the other hand, stock shortages may result in lost sales and ultimately losing customers to competitors.

To achieve optimal customer satisfaction levels and offset intense industry competition, “SBT maintains a zero inventory at approximately 5%”, states CJ Lammers, SBT President. “This allows SBT to always carry stock for every product and eliminate stock shortages which may cause customers to shop elsewhere.”

With an award winning, scalable program design, SBT has a comprehensive front-to-back office solution using AccountMate SQL. Sophisticated reporting capabilities help employees organize and analyze production information such as item pricing, stock status, detailed sales history, backorder information, reorder points and recommendation, valuation, turnover and sales analysis.

Monitoring real-time production data equips SBT management with essential business insights that improve overall business performance so the company can quickly anticipate business trends such as seasonal order spikes or trendy customer preferences rather than reacting to it after sales figures are complete.

The Solution

AccountMate's open architecture offers tremendous flexibility in solving unique business challenges. With an average of 435 invoices generated per day by over 20 sales people, SBT needed a system that determined the FedEx or USPS freight charges before the sales transaction closed, versus when the order was shipped.

To resolve the situation, SBT turned to NexLAN, an Elite AccountMate Business Partner with a well-deserved reputation for solving unique business challenges.

The AccountMate product is renowned not only for its functionality, but flexibility – which NexLAN was able to leverage by developing a custom interface to both FedEx and USPS so that shipping rates could be quickly determined on-the-fly when entering sales orders into the system.

“This custom system feature allows any authorized order entry personnel to offer the most efficient way of shipping without experiencing any interface delays,” states Lammers. Employees can quickly check multiple shipping options without having to toggle to and enter data into various other programs, ultimately reducing customer hold time and significantly improving overall customer satisfaction levels.

To handle its complex forecasting requirements, SBT utilizes an industry-specific program that seamlessly integrates with AccountMate SQL in real-time. Sales Analysis and Forecasting Module by FIGTREE is designed to provide essential sales analysis support. As a result, SBT management can evaluate products and salespeople, determining profitability and forecast inventory requirements instantly.

The Result

Using industry-specific program solutions for sales functions and AccountMate financial software as its business backbone, SBT has a comprehensive robust office solution that equips them with the necessary tools and insights to successfully navigate strategic business trends for years to come.

About Third Party Application

This powerful yet simple to use Sales Analysis reporting module provides a wide range of reports (by customer and

product or product line, by customer and salesperson, one year versus another, one year versus projections and more). It shares the same interface as all AccountMate reports and requires no additional training. www.figtree.com

About NexLAN

NexLAN is recognized as a leading technology partner in the Midwest, with a client list spanning Fortune 500 clients to locally owned small businesses. NexLAN is honored to have been recently selected as one of eleven Killer VARs selected by Accounting Technology for 2005 and has been recognized as the top AccountMate business partner in the Central U.S. Region for the past two years. NexLAN is a Microsoft Certified Partner and AccountMate value-added-reseller specializing in network support, mid-tier manufacturing/accounting solutions and custom software development. For more information contact www.nexlan.com.

About AccountMate

Founded in 1984, AccountMate develops and markets fully customizable business management software designed to meet the growing needs of small to medium-sized businesses. Systems range from single user versions to those that support over hundreds of users simultaneously. AccountMate software is available for local installations or cloud deployment. It is distributed exclusively through a worldwide channel of authorized solution providers. AccountMate can be reached at (800) 877-8896 or www.accountmate.com.

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