

Problem Regularly-occurring errors in customer order processing negatively affected Classic's bottom-line revenue.

Legacy ERP Limitations In 2004, seeking a business intelligence software solution, Classic Products engaged with Informmediate and deployed Informmediate's report writing tool, WebQuery, on the company's legacy PRISM system.

As Classic Products expanded through acquisitions and organic growth, the company was increasingly challenged to integrate new systems of newly-acquired companies, and identify and cost-effectively manage the appropriate mix and inventory levels of more than 95,000 SKUs.

Running on a legacy ERP system that lacked scalability for their needs, Classic Products was forced to rely on a paper-based warehouse and manual inventory management system. As a result, inventory was difficult to accurately manage. Problems were further escalated during peak sales seasons as Classic Products turned to office personnel and temporary warehouse staff to manage an uptick in order volume, which increased picking errors, incorrect or incomplete shipments, customer credits, and customer complaints.

SourceWare™ Solution Recognizing an opportunity to offer Classic Products a technology solution, Informmediate worked with Classic to deploy SourceWare ERP, which included a module to automate Classic's inventory and warehousing systems across the company's multiple distribution points.

Independent of platform and highly extensible, the web-based SourceWare ERP system combines front- and back-end technology and requires only a web browser and wireless handheld device to operate. The system accesses Classic Products' centralized database to retrieve, update, and store real-time inventory. This real-time feature greatly reduces the risk of data synchronization errors and duplicate entries.

The SourceWare ERP system has enabled Classic Products to provide more accurate information about stock availability, improve order completeness, reduce customer returns, fill orders more quickly and correctly, and improve forecasting of warehouse resources and demands.

Classic Products Corp.

www.classicproducts.com

Industry: Bowling Supply Distribution

Headquarters: Fort Wayne, IN



About Classic Products Corp.

Classic Products is a distributor of bowling products, supplying both pro shop retailers and bowling centers all over the world. Founded in 1959 primarily serving customers in the Midwest, Classic Products has since expanded to service customers throughout the United States, Asia, and South America.

“The new (SourceWare ERP) system has drastically reduced the manual workload for our staff. Our staff has estimated that the productivity gains from our improved picking and receiving is around 40%.

The conversion from our legacy system to SourceWare was efficient and painless, to a great extent because of the extensive talents and superior customer service of the SourceWare team.”

**Mike Eid,
President,
Classic Products Corp.**

By implementing the SourceWare ERP system, Classic Products was able to:

- Better manage slow-moving inventory
- Free up working capital
- Reduce order picking errors
- Improve overall customer service
- Drive down cost inefficiencies