

Case Study: Parksite – Laying a growth foundation with Pronto Software



Building products distributor Parksite has been instrumental in marketing some of the most innovative technologies used in the US construction industry. A few of the brands represented include DuPont™ and the full line of Azek® Building Products.

Since its establishment in 1971, Parksite has acquired several new businesses which has fuelled its growth to a US\$300 million company with 350 staff, 12 locations and 9 distribution warehouses across the Eastern half of the United States. As Parksite expanded its business, it became clear that it needed an integrated technology solution that was flexible and capable of meeting the needs of the construction and remodeling materials industries.

Search for integration

By the end of 2001, after acquiring two new businesses, Parksite was operating with three separate computer systems and it was proving to be unsustainable.

Parksite's Enterprise Systems Manager, Blake Chadick, said having the systems running concurrently was causing administrative headaches. "One system was so highly customised that it couldn't work with the other business units. Another would slow down relative to the number of users logged in or tasks in process. Consolidation of financials required a significant manual effort and expertise with Excel. We reached a point where it was taking us up to 30 days to close the books at the end of each financial period," he said.

"PRONTO-Xi continues to be our ERP of choice. PRONTO-Xi performs as expected, when expected, all without a tremendous amount of overhead."

Blake Chadick, Enterprise Systems Manager

"What we really needed was a single, fully integrated solution that could support our business and its growth."

After evaluating a number of tier one enterprise IT solutions from providers including JD Edwards and SAP, Chadick said it was the value-added customer service from

PARKSITE

- ◆ Specialised building products distributor
- ◆ Markets branded and specialty building products and surfacing materials
- ◆ Based in Batavia, Illinois
- ◆ 100% employee owned company



Pronto Software and its local Reseller that led to the selection of its flagship enterprise software system, PRONTO-Xi.

"Many of the systems offered similar benefits, but we were really impressed with Pronto and their local partner's willingness and ability to work closely with us to ensure a smooth implementation," he said.

Managed by a Pronto consultant, an intensive training and roll-out program ensued over 4 months, with PRONTO-Xi going live in January 2003. "We had a great internal Parksite team under the direction of Pronto Software and its reseller steering the process, ensuring we went live on time, on budget and with 100% accuracy," he said.

Parksite now has 170 active users on PRONTO-Xi. Integrated modules in use include: Accounts Receivable, Accounts Payable, General Ledger, Inventory, Sales, Purchasing, Manufacturing, Advanced Warehousing and EDI.



A paperless warehouse

With nine warehouses managing approximately 2 million square feet with 300,000 product orders a year, having a robust warehouse management system was critical.

Parksite recently engaged with Pronto Reseller BSA Inc to implement PRONTO-Xi Warehouse Management System (WMS) in its new Chicago warehouse which has helped transform its operations to a paperless environment. Warehouse personnel are also equipped with RF scanners with order/product information directly feeding from and back into PRONTO-Xi.

"Since rolling out the WMS module, we've maintained almost 100% inventory accuracy and have a much deeper visibility of our stock," Chadick said.

"Because all the data is integrated and stored in PRONTO-Xi, there's no duplication in tracking stock and raising purchase orders is more streamlined. The beauty of PRONTO-Xi is that it's all automated and integrated. Every item and its movement is accounted for," he said.

Parksite has implemented four facilities to date and plans to roll out WMS across the other five warehouses by year end.

Efficient reporting

PRONTO-Xi Financials has also significantly streamlined the financial reporting process. "We are able to close our financial books on the first day of each month without needing to work long hours or weekends!" Chadick said.

Another benefit of PRONTO-Xi is the in-built report writing templates, which is used widely across the company. "They're a really useful feature and it's easy to generate an entire range of reports to suit the varying requirements."

Real-time business data

Parksite also gained real-time data on business exceptions through PRONTO-Xi which has reaped significant cost savings for the company according to Chadick. "We've started using Alert Intelligence (AI) more often and it's been a highly valuable business tool. AI has given us proactive visibility into day to day transactions rather than the usual reactive research-and-correct model."

KEY BENEFITS

- ◆ Improved warehouse throughput and mobility
- ◆ Greater awareness of business exceptions through real-time alerts
- ◆ Reduced financial reporting cycle time
- ◆ Streamlined trading with customers and suppliers
- ◆ Flexibility to customize without hindering future software releases

"Now we get instant email alerts to potential business errors such as failing to withdraw a purchase order when a customer cancels or changes a direct-shipped order. If these errors aren't flagged, they can end up potentially costing us tens of thousands of dollars over the course of a year," he said.

Future horizons

Parksite is looking to implement the Advanced Forecasting module and strengthen their supply chain integration by using PRONTO-Xi iSupplyGlobal.

"My company moves fast. I need a business software that is solid, reliable, capable and responsive. PRONTO-Xi performs as expected, when expected, all without a tremendous amount of overhead. I don't believe there is much more that can be expected from business software," Chadick said.

"PRONTO-Xi continues to be our ERP of choice."



About Pronto Software

Pronto® Software is an international provider of fully integrated Enterprise Management Systems. With more than 30 years of experience, Pronto Software enables over 1,200 customers worldwide to maximise productivity, streamline their supply chains and deliver superior customer service.



1300 PRONTO
1300 77 66 86

info@pronto.com.au
www.pronto.com.au