

# SMARTSEARCH FOR MANUFACTURING



## Where is SmartSearch used?

- Work Orders
- MSDS (Material Safety Data Sheets)
- Commercial Invoices
- Packing Lists
- Export Declarations
- Accounts Payable/ Receivable
- Human Resources



## How is SmartSearch unique?

- Supports easy adoption for all users
- Advanced technology platform
- Streamlined administration
- Value driven price point

## Are You Mass Producing Piles of Paperwork?

Affordable, easy-to-use and reliable, **SmartSearch** can quickly transform your facility into a totally digital, virtually paperless organization.

“Introducing **SmartSearch** has been like gaining an additional employee; at a fraction of the cost. Now I hear many of our customers say ‘Wow, you guys are on the ball! You can say you got my order and are filling it; other companies I deal with can’t do that.’”

- Chris Pike, Chief Operating Officer, Durst Corporation

## How will SmartSearch produce efficiency within your organization?

- By eliminating paper based filing costs and providing fast, company-wide access to your documents
- By streamlining and enforcing business processes with workflow automation
- Through the ability to easily search and locate order, vendor or product documents with the click of a mouse
- By eliminating preprinted, multipart forms with tools for variable data printing
- With the dynamic generation of pick tickets and BOL's with combined shipping labels
- Through automated promotional messaging on AR invoices to drive revenue producing opportunities

**SmartSearch** provides manufacturers with a powerful tool to spearhead any lean office initiative. As a secure means to eliminate paper-based filing, **SmartSearch** delivers the ability to manage all types of records with far greater efficiency. **SmartSearch** securely stores all your documents including scanned records, emails and MS Office files where they can be instantly accessed from your enterprise resource planning software, desktop or even from email. The complete flexibility of **SmartSearch** means that users can easily customize their system to meet their individual needs of the organization.

**SmartSearch eliminates lost-sales-order chaos; allows growing manufacturer to automate, measure and track sales order processes while providing improved customer service**

Durst Corporation enjoys a well-deserved reputation for personal service and rapid order fulfillment. Even so, this fast-growing company found it had a problem: some incoming sales orders were getting lost, hindering its ability to deliver the outstanding customer service for which it is known. In addition, its paper-based sales order processes were cumbersome and the company had no way to measure and track orders.

A plumbing supplies distributor, Durst Corporation sells pipe, fittings and related supplies to “big box” retailers, wholesalers and hardware stores. In addition, it sells decorative plumbing products such as high-end faucets, showerheads and quarter-turn valves in 18 finishes to showrooms, supply houses and wholesalers, and to architects, design firms and hotels. Durst operates from a facility in Cranford, New Jersey.

Hundreds of incoming sales orders are faxed to Durst daily, both from the company’s own salespeople and from its customers. Complicating the challenges presented by a high volume of orders, Durst’s salespeople often submit multiple orders on a single fax document and some customers’ orders are handwritten and require interpretation; each order must be sorted by a “gatekeeper” and then routed to one of 15 order entry processors for keying into the company’s enterprise resource planning (ERP) system.

Before turning to SmartSearch to manage orders electronically, Durst was awash in hard-to handle fax paper sales orders that stuck together, slipped behind file cabinets, slid under fax machines or “hid” in desks – out of sight. What do you tell customers who ask “Hey, did you get my order?” Equally frustrating, Durst had no way to determine the number or type of orders pending and where to allocate resources accordingly.

“SmartSearch met the challenge of lost orders,” says Chris Pike, Chief Operating Officer of Durst Corporation. “Now orders are filed electronically in SmartSearch and most of the paper is gone. And the SmartSearch solution allows us to be nimble – an important factor in our success. With SmartSearch, we can accurately measure sales order volume, track orders quickly and push out next day deliveries.”

Today, Durst’s incoming sales orders are received via a digital fax server and fed directly to SmartSearch. A gatekeeper quickly sorts the orders – now captured as electronic documents – and directs them to the appropriate SmartSearch “In Box.” The orders are then keyed from the captured images into Durst’s order entry system, eliminating any possibility of loss. With SmartSearch, managers and order entry and warehouse personnel can see at a glance the number of orders pending and their status, and orders can be annotated and shared immediately with others, including national sales reps.

For Durst Corporation, SmartSearch has become an essential productivity tool. Pike measures its positive impact on his company in labor savings and improved customer service. “Introducing SmartSearch has been like gaining an additional employee,” he says. “Now I hear many of our customers say ‘Wow, you guys are on the ball! You can say you got my order and are filling it; other companies I deal with can’t do that.’ We’ve begun using SmartSearch on the accounting side of our business, too. I would strongly recommend SmartSearch to any organization facing challenges like those we had.”

**SOLUTION PROFILE:**

**BUSINESS:**  
Manufacturing

**COMPANY:**  
Durst Corporation

**OBJECTIVES:**  
Eliminate lost sales orders and streamline order processes