

CASE STUDY

Business: *Distribution*

Company: *Durst Corporation*

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

Durst Corporation Uses SmartSearch Content Management Suite to Process Growing Volume of Sales Orders More Efficiently

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.”

(more)

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."

About Square 9 Softworks

Square 9 Softworks is a leading developer of innovative, business-centric software solutions including the award-winning SmartSearch Content Management Suite. Dedicated to making content management available to organizations of all sizes, Square 9 Softworks designs solutions built on open architecture and cutting-edge technologies that drive efficiency and productivity across all business applications.

Through decades of experience with content management technologies in business enterprises of all kinds, Square 9 Softworks has acquired a thorough understanding of document-driven business processes. Intensely customer-focused and highly responsive, the company delivers effective, value-driven solutions and has achieved a reputation for excellence in meeting the rapidly evolving needs of its customers.

Square 9 Softworks distributes its solutions exclusively through a network of highly skilled channel partners from its corporate office in New Haven, Connecticut. For further information, visit www.square-9.com.

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