



ACHIEVING 30% GROWTH WITH A LITTLE HELP FROM DDI SYSTEM

"We had a solid 30% growth in 2011 in spite of a down economy and difficulties in California. While I know DDI is not the only reason, their Inform ERP software definitely helped!"

~ Greg Peddie - President, Hayward Pipe & Supply

CLIENT SUCCESS STORY

Company Facts:

- Location: Hayward, CA
- Industry: PVF
- Previous Provider: Real World
- Website: Haypipe.com
- Buying Group: IMARK Plumbing

Features Highlighted:

- Industry-Specific Features
- Unlimited Product Count
- Advanced Accounting
- Inform eCommerce
- Transition to DDI

Benefits Gained:

- ROI within one year
- Improved customer service
- Eliminated outside accountant
- Supported growth without hiring additional staff

Hayward Pipe & Supply Company used the same software through two acquisitions. With no feature enhancements in sight, they went looking for a more advanced solution to meet their growing needs.

A magazine ad caught the attention of Greg Peddie, president of Hayward Pipe & Supply, leading him to contact DDI System. Through demonstrations and discussions, Greg realized that DDI was different than other leading software providers.

DDI had the industry-specific features they needed plus experience with growing businesses in many other related industries. DDI System encourages networking between their Inform ERP software users through an online community and conference. "I instantly loved the 'cross-enhancements' that DDI's Inform software provides. I wanted access to learn how other distributors do business, the tools and techniques they use, then incorporate the best of those ideas into my own operations. Plus, access to DDI's large user community would provide ongoing ideas for business operations, input for software developments and 'tips & tricks' that would help my business in the long run." Greg continued, "I also needed better service. Passport Business Solutions (Hayward Pipe & Supply's old software) was expensive and unreliable." DDI System was the answer with leading technology, forward thinking and personal service.

Getting Started

Right off the bat, Greg raves about DDI's proven transition methods. "DDI's plan worked really well! The switch was definitely a lot easier than anticipated for our entire team."

DDI's project manager was on-site for their 'pre-implementation,' setting up a practice system and training schedule. For the following weeks while we practiced on the system, our DDI project manager was just a phone call away. "DDI was back on-site with us for one week at 'go-live'. They transferred our data, trained our entire staff, and answered all of our questions. In the end, the software was really easy to learn and we felt comfortable with our new solution in only 3 days."

Attaining Instant Advantages

DDI System guarantees a return on investment within one year. This statement is backed up by almost instant savings obtained through DDI's streamlined processes, overall cost reductions and increased customer service. Hayward Pipe realized these savings and how true DDI System's statement is.

Unlimited Product Count - With their previous solution, there was a maximum count of 15,000 products supported. This limitation hindered growth and created additional work. Hayward Pipe was forced to "combine product numbers" or use manual catalogs to place orders. "With Inform, we currently have 45,000 products and easily create new product codes as needed." This singular benefit has created a ripple effect on productivity and accuracy. "We now have a better understanding of customer purchasing habits with increased sales reporting. We've been able to leverage that information into tighter procurement habits and customer specific pricing."

Advanced Accounting - Inform's accounting features have also made a tremendous impact – saving thousands of dollars annually. "With our previous software we needed to hire a 'licensed outsider' to perform accounting tasks. They closed each month, closed each year, and installed upgrades. With Inform, end of month and year are done with a mouse click. Upgrades are now done in house. By eliminating this person, Inform software pays for itself in two years and the fully upgraded hardware in 3 years."

Increased Customer Service Providing a Competitive Edge

User-driven reporting, opportunity pipeline, and soon, integrated e-commerce are supporting Hayward Pipe's long-standing mission – provide unprecedented service and value to customers. "We have manufacturer's that offer rebates directly to our customers, which we handle for them. Previously this manual process required time to search paper files, make a list of customer contact information, items purchased and price paid, then submit the report to each customer.



"Inform software pays for itself in 2 years and the fully upgraded hardware in just 3 years!"

Now, I've created an electronic report that I run each month. This process has been reduced to a mere two minutes. My customers even commented that our report is better than any of our competitor's."

Increasing Sales

Customers are also seeing a difference in follow up. Utilizing the opportunity pipeline allows sales reps to easily follow up on every quote provided to customers. This combined with a customer order history empowers sales peoples to quickly and efficiently convert quotes into sales orders. Hayward Pipe is increasing sales and customer relationships!

Finally, Greg Peddie is excited to be introducing Inform eCommerce to his customers. This single-system solution will allow his customers to order online, automatically receive their unique pricing, and view reports of past purchases, open and paid invoices, and much more. An online experience Greg is confident his customers will love.

Personal Service Making a Difference

DDI's customer care team has also impacted operations. "Good luck getting answers with our old system. When we did hear back, it would cost me \$800 each time they assisted us." DDI System prides itself on personal, same day service. "With DDI we receive great service. Whenever we call in with a question we get a response the same day – within two hours! If our question is critical, the response is immediate."

Supporting Record Breaking Growth

"We had a solid 30% growth in 2011 in spite of a down economy and difficulties in California. While I know DDI is not the only reason, their software definitely helped!" With Inform supporting his team, Greg has not been required to hire additional staff to support this unbelievable growth – or to support their upcoming online shopping endeavor.

Contributing to their bottom line increase, Inform has become a valuable "employee" – one Hayward Pipe & Supply looks forward to retaining for years to come.

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DDI System's Inform ERP distribution management software is a leading, industry-specific solution for wholesale suppliers. Inform ERP optimizes distribution operations, creates lean inventories, strengthens financials and propels sales to continually exceed performance goals—all while delivering an exceptional client experience unmatched by any other software provider.

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