

ENHANCE YOUR CUSTOMER SHOWROOM EXPERIENCE WITH SPEED & CONFIDENCE

"It was the best decision I have ever made for my company, hands down. And I would do it all over again." ~ Gabriel Trinidad, General Manager



CLIENT SUCCESS STORY

Learn how a popular Lighting Distributor was able to elevate their business and begin serving their customers with a new standard of speed and excellence thanks to Inform's "game changing" ERP software.

Company Facts:

- Industries: Decorative Lighting
- HQ Location: Houston, TX
- Total Showroom Locations: 5
- Previous Provider: Tag & Track
- Website: lightinginc.com
- Buying Groups & Associations: ALA, Lighting One

Features Highlighted:

- Order Entry Process
- Mobile Sales Tools
- Warehouse Management
- Point-of-Sale

Benefits Gained:

- Streamlined processes
- Increased speed-to-sale
- Transparent audit trail
- Improved customer showroom experience

Lighting Incorporated is a family-owned Lighting Showroom Distributor serving the Texas market since 1959. Looking to eliminate redundancy and establish a more efficient and accurate showroom experience, Lighting Inc. made the decision to transition to Inform's ERP software last year. "At the time we decided to transition", says General Manager Gabriel Trinidad, "we were also building another showroom. Imagine the impact of taking on a new software system and building a new location at the same time. And you know what? I can confidently stand here today and tell you that it was the best decision I have ever made for my company, hands down. And I would do it all over again."

Trinidad explains how giving their showroom team members the ability to use mobile devices to quickly scan item tags and create quotes and orders on-the-fly for any customer who walks through the door has been a complete "game changer" for Lighting Inc. "In our world, it's not the big companies that eat the small companies. It's the fast companies that eat the slow companies. The QuickOrder mobile app gave us the immediate and instant speed-to-sale we needed without ever interrupting the sales process."

When a customer arrives at the service desk to finalize their order, any items they scanned in the showroom are automatically populated in the formal quote along with product images, specs and prices displayed in an organized and professional fashion. The quote can instantly be turned into an order with just one click. In fact, Inform ERP's organized presentation can

even lay out room allocations, ensuring each item ordered is labeled and delivered to the exact room location of the project upon delivery.

“Having this organized item grouping has raised the bar on accountability for our business. Everyone involved can see each item ordered, where it’s going and how much it costs. That kind of detail sets a new level of responsibility and a true sense of ownership across the entire team,” emphasizes Trinidad.

Austin Store Manager Scott Bailey adds “At our Austin location, customers just want things faster, so to be able to provide an instant quote with product pictures before they leave the showroom is really important. The QuickOrder mobile app drastically shortened the decision-making time frame.”

Another key feature that helped make the transition to the new software seamless was Inform ERP’s powerful audit-trail feature. Bailey says “Inform gives us the ability to go back and see who changed what, when and where. We just never had that in the past and with 5 locations, and all the information feeding back into one central place for billing and everything else, being able to go back on the audit trail is huge.”

In addition, DDI’s integration with LightsAmerica, XOLogic and Specbooks has strengthened the workflows Lighting Showrooms need to effectively manage the customer experience and speed of sale.

“Having the ability to create or import pricing and product numbers for about 85% of the LightsAmerica catalog into an Excel spreadsheet, makes updating and building files very easy,” adds Bailey.

While taking on a new ERP system is usually perceived as a daunting and costly investment, Trinidad urges other lighting showrooms to make the bold move and devote the resources required for the future of their businesses. “I have spoken to other lighting showrooms who have said to me ‘I just don’t have the time to tackle that kind of a project right now’ and I am simply floored. I turn around and tell them ‘If you knew what this system was going to do for your business—the efficiency it would create, the redundancy it would eliminate—you would not be standing here telling me you didn’t have time’,” Trinidad says passionately.

Gabriel plans to continue partnering with DDI System to fine-tune the workflows and functionality needed to compete amidst a competitive market, which includes expanding his technology to incorporate a more streamlined Warehouse Management process and system. “We are fortunate to have found the right people for the right job. People who are passionate about what they do everyday and who continue to push the envelope on the world of possibility. That is something I probably never gave my team enough credit for in the past. But because of Inform ERP and because of the way this team came together to accept the challenges we faced and the direction we set during the transition, my eyes are open wider than ever on what we can accomplish together. I have no doubt we will continue to reach new heights together.”



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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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