



W.C. Smith Wholesale Distributors Incorporated

Industry

Wholesale Distribution

Location

Clifford, Ontario

Enterprise System

Sage 300

Challenge

W.C. Smith was in need of flexible tools and technology to manage their business processes more efficiently, as well as a trusted, local partner to help evaluate their current state and implement a more flexible ERP solution.

Solution

Opting to stay within the Sage family of products, the wholesaler chose to partner with Mantralogix and implement Sage 300 because of its user interface familiarity, cost, and partner location.

Results

W.C. Smith has learned the value of having a trusted partner and the right tools to address and manage their changing business needs.

W.C. Smith Migrates to Sage 300 to Support Business Growth

W.C. Smith Wholesale Distributors Incorporated is an Ontario based, 5th generation wholesale distributor specializing in sourcing and delivering top of the line product to a large global customer base. As the company has continued to grow, so has the need for flexible tools and technology to manage the business more efficiently.

The wholesaler initially implemented Sage's Platinum for Windows (PFW) software to manage its financials – a solution that proved to be less than ideal for their growing business. Once the PFW licenses expired, W.C. Smith sought out a new solution and partner to meet their needs.

“The implementation of PFW wasn't ideal from the start, and has been a lot of patchwork ever since. We have been growing over the past few years and PFW simply wasn't serving our needs. We decided, given that PFW was expired, to start from scratch,” said Le-Or Sahar, Innovation Leader at W.C. Smith.

After researching several comparable solutions, the wholesaler chose to stay within the Sage family of products primarily due to user interface familiarity, overall cost, and partner location.

“One of the major reasons we flipped into Sage 300 was the learning curve. We just thought with some of the processes and user-interfaces that the overall Sage culture would have been much easier to adopt in 300 versus competitive products,” said Le-Or. “So, we decided to use it as one of our benchmarks.”

W.C. Smith was also in need of a local, competent partner to evaluate their current state and implement a flexible, user-friendly solution. After speaking with Sage directly, W.C. Smith was introduced to Mantralogix – an Ontario based IT consulting firm providing ERP, CRM and enterprise software solutions to small and medium sized businesses in Canada and the United States.



“We see this as a substantial investment in our future and the new foundation of W.C. Smith – and Mantralogix understood this.”

Le-Or Sahar, Innovation Leader at W.C. Smith

About Mantralogix Inc.

The Mantralogix team of professionals has a broad range of talent and expertise supported and enhanced by decades of practical business experience. We provide our clients with IT consulting and business management software solutions that work in concert to deliver a rapid, measurable, and ongoing return on investment.

As business owners and managers ourselves, we understand that you require practical and precise tools to help you manage your operation more efficiently. Promises of quick fixes, lists of fancy features, and sales-speak don't impress you. Honest answers, responsive service, experience-backed recommendations, and trusted products are what Mantralogix provides.

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“We met with Mantralogix and immediately felt comfortable with them. They seemed less concerned about the product and more concerned about our business - and it resonated really well with us. There are quite a few people here with tenure, so we knew that this change in technology needed to be a gradual process. Mantralogix has been very receptive to this and has shared insights with us in regards to better business practices,” said Le-Or.

Mantralogix also understood the need for a flexible solution that would accommodate organizational growth over time. With this in mind, after the initial setup phase of Sage 300, Mantralogix and W.C. Smith began to explore additional areas within the business to improve.

“This was all new territory for us. We weren't using PFW efficiently and did not want to invest in another sub-par software solution. Since Mantralogix took the time to understand our processes, they were able to provide us with helpful insights and recommendations that heavily influenced aspects in phase one of our implementation,” said Le-Or. “We see this as a substantial investment in our future and the new foundation of W.C. Smith – and Mantralogix understood this.”

Now moving into phase two of the implementation, W.C. Smith and Mantralogix are still only scratching the surface with regards to Sage 300 and its capabilities to transform overall business processes. The goal is to continue to reinforce the product's potential by aligning it with the needs of the organization and by surrounding it with education and training to encourage user adoption.

While there is quite a bit of work to be done, W.C. Smith has learned more about their business and the value of having a trusted technology and business partnership through it all.

“This migration was a lot for people to take in due to a bit of a technology curve. We didn't realize how detailed it was going to be, because they're not normally dealing with such details,” said Le-Or. “Mantralogix took the time to parse the work out in such a way that it was easily received and reciprocated, and we look forward to seeing all that this partnership will bring.”