Sage 300 ERP and Sage CRM Drive Operations for K.K. Penner Tire Centers

For more than 80 years, K.K. Penner Tire Centers, Inc. has provided quality tires and service to its wholesale and retail customers. The company serves the area from central Alberta to central Ontario, and from the Canadian/U.S. border to the Northwest Territories. K.K. Penner is known for its large inventory and its fast and knowledgeable service. For nearly two decades, K.K. Penner has relied on Sage 300 ERP* to drive its operations and help provide the products and services its customers have come to expect.

Find a Sensational Solution

The need for computerized inventory tracking drove K.K. Penner to implement Sage 300 ERP back in 1991. "We had a huge inventory even then," recalls Sylvia Balcaen, office manager for K.K. Penner. "We needed a reliable system for inventory tracking. Sage 300 ERP offers that functionality and much more. It has worked sensationally for us all this time."

Build Business Intelligence

Sales reports are of vital importance to K.K. Penner. The company must submit detailed reports to its suppliers to show how many of what model were sold in a particular time frame. Suppliers frequently offer K.K. Penner rebates or bonuses based on their sales volume. "Vendors want specific data and often change their reporting requirements, but with Sage 300 ERP we are always able to get the data we need," says Balcaen.

In addition to the strong reporting capabilities in Sage 300 ERP, staff at K.K. Penner makes extensive use of onscreen inquiries. "We can drill down and uncover information quickly, without the need to generate a printed report," Balcaen says. "It saves a lot of time—and paper."

Monitor Inventory Levels

Maintaining the right quantity in the right mix of products is the goal of every distributor—and is crucial for K.K. Penner. Balcaen says Sage 300 ERP helps the company determine what to order, and when. "We've built a report that calculates a recommended reorder quantity based on past sales history, current stock on hand, and what's currently on order," she explains. "And with the purchasing functions in Sage 300 ERP we have improved our efficiency.

*Sage 300 ERP was named Sage ERP Accpac when K.K. Penner Tire Centers, Inc. initially implemented this solution. The product names have been updated in this case study to reflect current naming.

Customer
K.K. Penner Tire Centers, Inc.

Industry
Automotive, Farm, and Industrial Supply

Location
Manitoba, Canada

Number of Locations
4

Number of Employees
50

System
Sage 300 ERP

Sage CRM

Challenge
K.K. Penner Tire Centers maintains a large inventory across four locations and requires a powerful tool to manage this important asset.

Solution
K.K. Penner invested in Sage 300 ERP and Sage CRM.

Results
The company has grown to ten times the size it was when Sage 300 ERP was first implemented, yet due to the efficiencies the software delivers, K.K. Penner has only modestly increased its staff.

Sage 300 ERP | Customer Success

Two people used to do this job; now that we are able to receive inventory and produce an invoice in one step, it takes only one person—and volumes are higher than ever."

Sage 300 ERP helps K.K. Penner keep fresh stock on the shelves and identify slow moving items. The FIFO (first in, first out) tracking in Sage 300 ERP allows the company to track when a shipment was received and at what cost.

"We can identify inventory that is aging and offer better pricing on those products or return them to our suppliers," says Balcaen. "This saves us money. Our suppliers will accept returns within a certain time frame, and with the software we can identify which stock should be returned in advance of that expiration date."

Tailor to Meet Specific Business Needs

The K.K. Penner retail stores use Sage 300 ERP at the workstations behind the counter. "It's such a versatile system, we can use it in our office and in our stores," Balcaen says.

The company's Sage Authorized Business Partner designed a custom inquiry screen the retail staff uses to quickly locate a particular tire by size, price, and quantity on hand. The selected tires are automatically added to the sales order. "Sage 300 ERP works well for us because it can be tailored to our needs," adds Balcaen.

Integrate CRM

Currently K.K. Penner is implementing Sage CRM, the powerful customer relationship management solution.

"We wanted a system to help us deliver even better customer service," Balcaen explains. "Sage CRM will give our sales and service staff complete access to our customer data—from sales history, to open invoices, to conversations and notes. Our goal is to become a truly customer-facing organization, and we're counting on Sage CRM to help get us there."

K.K. Penner plans to use Sage CRM to help it better track tire warranty information, such as when warranty claim is filed, the

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>
> Sylvia Balcaen, office manager
> K.K. Penner

suppliers' response, what action needs to be taken as a result, and any credits issued by the supplier. "We believe that being proactive in this process and providing great service to our customers will boost sales," says Balcaen.

A complete, integrated business management solution is what K.K. Penner has in Sage 300 ERP and Sage CRM. "We have one system for our accounting, point-of-sale, customer service, inventory control, customer service, and financial reporting," Balcaen says. "When the information is in one place, it is easier to access, easier to use, and easier to share."

Scalable Solution

"Since we started using Sage 300 ERP, the company has grown tenfold and we've achieved that growth with only a minimal increase in administrative staff. We made the decision to invest in technology and that decision continues to pay off. We're completely hooked on Sage 300 ERP."

About Sage

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. At Sage, we live and breathe business every day. We are passionate about helping our customers achieve their ambitions. Our range of business software and services is continually evolving as we innovate to answer our customers' needs. Our solutions support accounting, operations, customer relationship management, human resources, time tracking, merchant services, and the specialized needs of the construction, distribution, manufacturing, nonprofit, and real estate industries. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 12,300 people and supports more than 6 million customers worldwide. For more information, please visit the website at www.SageNorthAmerica.com or call 866-996-7243. Follow Sage North America on Facebook at: http://www.facebook.com/SageNorthAmerica and Twitter at: http://twitter.com/#!/sagenamerica.

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