

Customer Profile

FloForm Countertops is a Canadian based manufacturer whose customer and dealer base is located across Western Canada. With locations in Winnipeg, Edmonton, Saskatoon and Calgary, FloForm has exceeded their monthly sales records for two consecutive years. In 2004, FloForm achieved an impressive sales record of \$15 million and plan to surpass this amount by 10% in 2005. Building strong relationships in the countertop supply channel, exceeding the needs of their diverse customer base and continuously identifying opportunities to broaden the scope of their business truly articulates the foundation of Floform's success. To help satisfy their customer's high expectations and attract new business opportunities at a steady and consistent pace, FloForm strives to employ efficient, resourceful and value-added vendors.

Business Solution

- Microsoft Dynamics™ GP

Benefits

- Improved self-sufficiency across all divisions
- Better operational management processes
- Streamlined flow of business processes
- Enhanced customer service
 - Saved time & money
 - Easy transition

Encore Business Solutions Encore Business Solutions Encore Business Solutions

Microsoft Dynamics™ GP

Customer Success Story FloForm Countertops



Situation

To achieve their long-term goals of growth and to better manage their expanding product line in a taxing yet flourishing market, substantial improvements to their current workflow processes, customer response time and ability to make powerful decisions faster was essential.

For years, FloForm relied on the knowledge and skills of their previous service provider to lead them through difficult system-wide transitions such as software upgrades, migrations and implementation, until their services were no longer available. In early 2000, FloForm found themselves looking for a new service provider and upon recommendation and 'word of mouth', FloForm made the decision to use Encore Business Solutions.

Solution

With little knowledge about Encore, FloForm quickly realized how simple it was to improve and better manage their business with the vast and powerful functionality of Microsoft Dynamics™ GP. Successful servicing and support of this software system helped FloForm uphold some of its toughest accounting demands such as regular, timely invoicing. As a result, FloForm has been able to respond better to the growing and changing business needs often facing the industry.

Benefits

Since the implementation of Microsoft Dynamics GP, FloForm has seen a significant

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improvement in the delivery of customer service and response time, as all of their branches now have the ability to work online in real time. Each branch can easily and quickly generate their own invoices, detailed billing and other pertinent financial reports thereby reducing their dependency or reliance on FloForm's head office.

Microsoft Dynamics GP has also helped FloForm create and maintain a consistent, streamlined flow of their business processes saving them both time and money, as each employee has the capability and capacity to access system information anytime, anywhere. Having immediate access to pertinent information has significantly helped FloForm better

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—Karen Teasdale, Controller, FloForm Countertops

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utilize their resources, as little paper documentation is required to complete a transaction. Employees also have the ability to make better, more informed decisions in a timely manner, demonstrating a recognizable level of professionalism and knowledge.

Since implementing Microsoft Dynamics GP and working with Encore’s Consulting Services team, FloForm has been able to expand their business presence as a leading manufacturer of countertops across the Canadian marketplace and increase their product-line offering. The level of expertise demonstrated by this team of professionals was easily identifiable and resulted in a smooth, easy transition.

“We were really impressed with the service results,” states Karen Teasdale, Controller, FloForm Countertops. “All of the planning and preliminary work conducted by Encore prior to the migration was very impressive and resulted in a smooth, easy transition. It was a total success!”

As a result of Encore’s frequent communication, their forward thinking approach and the ability to continuously explore and leverage the accounting capabilities offered by Microsoft Dynamics GP, FloForm has been able to better manage customer relationships and operational processes – two crucial elements contributing to the longevity and future of this company.

“The invested and genuine interest in our company is unbelievable. We are continuously being informed about the latest technology solutions to hit the market that are aligned with our needs and goals,” states Teasdale. “If it wasn’t for Encore, we would most likely never even know these solutions

“It is really convenient to have that ‘one stop’ shop to respond to our business matters. Since relying on Encore for both hardware and software support, we have been able to save both money and time.”

—Karen Teasdale, Controller, FloForm Countertops

existed. Staying current and having access to information has helped us make more informed decisions with confidence.”

Recently, FloForm engaged Encore for their hardware support and service. Originally, they had relied on an independent consultant for support but encountered some difficulty when their business needs and requirements became too complex to manage. Having both their hardware and software needs addressed and fulfilled by the same vendor has helped FloForm achieve significant savings.

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business matters,” claims Teasdale. “Since relying on Encore for both hardware and software support, we have been able to save both money and time.”

In addition to their future company growth and expansion plans, FloForm intends to expend some time and resources on fine tuning a few of their business operations to improve the autonomy or independence of their company branches. Recognizing the complexity associated with this future action plan, FloForm plans to involve Encore to assist with the transition and receive the tools to move forward confidently.

“Because we have had nothing but a positive experience with Encore, I can accurately predict they will support us through the next chapter of our business and should a problem occur, Encore will know how to fix it,” states Teasdale.

About Encore Business Solutions

Encore Business Solutions, a Canadian based company, is committed to helping organizations implement value-added, technology and business management solutions such as Microsoft Dynamics™ GP.

As a Microsoft Gold Certified Partner, Encore is among the elite of Microsoft’s business partners, earning their highest endorsement. Encore’s consulting team focuses on providing value added business solutions and services to our clients through up front process and infrastructure assessments, software and hardware evaluation, implementation, training and ongoing support.

Built on experience, reputation and genuine commitment to customers and business partners, Encore’s strength is in their ability to realize the client’s full potential through new business applications, automation, integration and ongoing system reviews.