

Customer Profile

Since 1959, The Brand Felt Limited has been committed to manufacturing quality felt. Brand Felt delivers customized felt orders which satisfy its customer's unique needs and demands. Today, Brand Felt has successfully built a leading position in the felt manufacturing industry across North America.

Business Solution

- Microsoft Dynamics™ GP
- Inventory Management
 - Crystal Reports
 - FRx Reporting
 - Purchasing

Benefits

- Gained confidence to manage business systems independently
- Improved time management and productivity
- Increased self-sufficiency
 - Saved time and money
 - Increased growth and revenue opportunities

Demographics

Industry: Manufacturing
Employees: 70
Units: 1
Products: Felt

Microsoft Dynamics™ GP

Customer Success Story

The Brand Felt Limited



Situation

Since inception, The Brand Felt Limited, located in Mississauga, Ontario has been committed to providing quality felt to their customers. Their felt is produced in wheels, sheets and rolls for products such as insoles, liners, buttons and customized products to an extensive customer base all across North America. With 70 employees, Brand Felt has managed to successfully build a leading position in the felt manufacturing industry by delivering customized felt orders which satisfy its customer's unique needs and demands.

Over the past 50 years, the felt manufacturing industry had become increasingly competitive. In order for Brand Felt to have retained their competitive advantage over the years and maximize their overall efficiency they required a software solution to help effectively automate their financial and accounting business procedures while streamlining their workflow. More specifically, Brand Felt was looking for a solution that would eliminate hand written orders and manual entry thereby helping them save time, become more effective overall and increase their bottom line. Ultimately, Brand Felt was looking for an adaptable software system that would handle their current business needs and long term expansion plans. They also wanted a reliable service provider that would quickly support them and be there to help with a solution.

“There were other software solutions out there but as far as finding the most adaptable and user-friendly product, Microsoft Dynamics GP was definitely the leader in my mind.”

—Darrin Hanson, Controller and IT Director, The Brand Felt Limited

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In 1997 Brand Felt made the decision to purchase and implement Microsoft Dynamics™ GP. Since that time, they've continued to use this innovative financial and accounting application to manage key aspects of their business.

“With Microsoft Dynamics GP being such a flexible and scalable product, we knew that we could easily expand and grow our company,” states Darrin Hanson, Controller and IT Director, The Brand Felt Limited. “There were other software solutions out there but as far as finding the most adaptable and user-friendly product, Microsoft Dynamics GP was definitely the leader in my mind.”

“Encore came through with very reasonable consulting rates; excellent support and they didn’t have high pressure, cut throat sales techniques; I felt completely comfortable. Right from the beginning, Encore kept us on top of the latest technologies available and allowed us to implement solutions at our own pace.”

—Darrin Hanson, Controller and IT Director, The Brand Felt Limited

Brand Felt had dealt with other software service providers in the past, however; were never satisfied with the level of customer service and support they received. As a result, Brand Felt started to investigate other options. It was important for Brand Felt to find a service provider that would work with them at their own pace and who had a responsive and professional customer support team.

While Brand Felt was evaluating other service providers, they encountered many companies that employed high pressure sales techniques, making them feel that their priorities and business requirements were less important than the sale itself. When Brand Felt contacted Encore Business Solutions, they found the service they were looking for and were comfortable knowing that they were partnering with a service oriented company that had their best interest in mind. Encore took the time to understand their unique business challenges and goals in order to recommend the right services and solutions for their company.

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Solution

There were multiple reasons why Brand Felt selected Encore in 2005 to be their Microsoft Dynamics GP service provider. Encore made a positive impression on Brand Felt when they attended Convergence, Microsoft’s annual premier customer conference, which led them to inquire further about Encore’s product and service offerings. Brand Felt also knew that Encore was a Microsoft Gold Certified Partner which allowed Encore access to additional training and resources available through Microsoft.

“Encore is extremely responsive and someone from their support team is always more than willing to come out here and help us out if we ever needed it. This again, eliminates any concerns some may have when dealing with remote support.”

—Darrin Hanson, Controller and IT Director, The Brand Felt Limited

Brand Felt saw Encore to be a trusted, secure partner with experience, industry knowledge and leadership to back it up. Brand Felt’s only concern was that Encore’s consultants were not based in Mississauga. However, with Encore’s history of supporting customers across Canada and into the US, Brand Felt was comfortable enough that they decided to work with Encore.

“Because of the high levels of comfort and interaction we have with Encore, it’s much easier to implement software solutions with a trusted, secure company,” remarks Hanson. “Encore is extremely responsive and someone from their support team is always more than willing to come out here and help us out if we ever needed it. This again, eliminates any concerns some may have when dealing with remote support.”

Since implementing Microsoft Dynamics GP, Brand Felt has added additional modules to their financial suite of applications. Including; Crystal Reports, FRx Reporting, Purchasing and Inventory Management. Brand Felt is planning to have Encore upgrade them to Microsoft Dynamics GP V10.0 and perhaps implement Canadian Payroll in the near future. In the meantime, they continue to take advantage of various customer training sessions that Encore offers, including their monthly web seminars.

“Encore is always there for us with loads of good information including their on-line training, which is very beneficial,” states Hanson. “I communicate with Encore on many different levels as much, if not more than any local support.”

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Benefits

Since working with Encore and Microsoft Dynamics GP, Brand Felt has been able to decrease consulting costs by over 40%. This is due to Encore’s approach of informing and educating their customers and encouraging them to become self-sufficient. They are now able to manage their business system on their own, using little, if any of Encore’s customer support. This allows Brand Felt to focus more on their customers and take full advantage of the endless growth opportunities in their industry.

“We have become self-sufficient,” remarks Hanson. “We feel comfortable with the entire suite of applications; therefore, we are able to spend less time focusing on our back end software and more time in meeting our customer’s demands.”

“Microsoft Dynamics GP has saved us time and money, while Encore continues to provide great customer support. The bottom line with Encore and using their services remotely is that they could be across the country and they would still provide services as if they were next door.”

—Darrin Hanson, Controller and IT Director, The Brand Felt Limited

Microsoft Dynamics GP has helped Brand Felt increase their productivity and maintain their customer and supplier loyalty. The software, combined with services from Encore has also helped them improve their workflow and make better business decisions with confidence, by effectively streamlining business processes across the entire company and integrating applications.

“Microsoft Dynamics GP has helped us to stay confident while streamlining our business processes,” states Hanson. “Because of this, we can focus more directly on our customer’s needs and ultimately improve our business workflow.”

Recently, Brand Felt started selling products on-line, their revenue numbers have continued to increase and they plan to pursue other revenue opportunities in the future. Implementing Microsoft Dynamics GP and selecting Encore as their service provider are both large contributors to why they have been successful in their business endeavors.

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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.