

Customer Profile

DirectWest has been bringing buyers and sellers together for more than 45 years. A SaskTel company, DirectWest publishes all ten SaskTel phonebooks, the most complete, used and preferred phonebooks in Saskatchewan. The SaskTel phonebooks reach virtually all Saskatchewan households and businesses 24 hours a day, 365 days a year with 93% of Saskatchewan people using the SaskTel phonebook monthly. DirectWest also delivers Internet Business Solutions to suit the needs of their customers. Their diverse, experienced and knowledgeable team has developed a wide range of online business tools for Saskatchewan businesses in nearly every industry.

Business Solution

- Microsoft Dynamics™ GP
- FRx Financial Reporter

Benefits

- Improved efficiencies and business decisions
- Increased employee productivity
- Enhanced communication across entire organization
- Managed change efficiently

Encore Business Solutions Encore Business Solutions Encore Business Solutions

Microsoft Dynamics™ GP

Customer Success Story

DirectWest



Situation

Over the past ten years, DirectWest has evolved and expanded its business through exciting ventures that leveraged the company's core strengths. From acquisitions to investing in different business lines, Encore Business Solutions, their Value Added Reseller, has been with DirectWest every step of the way, offering consultation from both a business and technological perspective. Since implementing Microsoft Dynamics™ GP, DirectWest has continued to work closely with Encore building their financial system to produce optimal results. To them, working with a service provider that is supported by an entire team of professionals who strives to understand their business, goals and expectations is truly invaluable. Such an experience has allowed DirectWest to realize tangible business benefits such as reduced time, increased employee productivity and improved access to accurate financial reports.

Solution

DirectWest's initial decision to implement Microsoft Dynamics GP was twofold. Aside from being an affordable software solution, Microsoft Dynamics GP came highly recommended for its reputation of generating quality, valuable reports for effective business management. Completely aware of what it takes for their company to succeed and manage effectively through ongoing periods of change and transition, DirectWest felt

Furthering your
Success through
innovative
business solutions

these features would help position their company for long-term success.

Shortly after implementation DirectWest quickly realized their investment was well worth it. The outcome was much more than just an average system satisfying their daily requirements. Since implementation, DirectWest has continued to realize their goals and manage well through uncertain times by working closely with Encore's Consulting and Sales team who provided timely support and reputable advice on how to build and maintain their system for optimal performance. Throughout

“The Encore team was quick to respond to our needs offering a solution that has helped us to retain a certain level of efficiency and integrity that never existed before.”

—Gary Maystruck, Director of Finance, DirectWest

“It’s important to us to work with people who know and understand our business, goals, expectations and people. Encore has done this well.”

—Gary Maystruck, Director of Finance, DirectWest

each encounter, DirectWest remained confident and optimistic in the level of support and service received no matter which Encore member they consulted with, as they realized they were working with a team that strives to understand every customer situation together.

To improve their reporting capabilities, DirectWest added FRx Financial Reporter, a Microsoft Dynamics GP module, to their system under the advice and recommendation of Encore’s Consulting team. Leveraging this module, combined with powerful functionality of Microsoft Dynamics GP helped DirectWest to receive the most from their system and realize operational efficiencies.

Benefits

Prior to building FRx Financial Reporter into their Microsoft Dynamics GP system, DirectWest was spending a substantial amount of time on tedious administrative tasks such as printing and distributing reports. After sharing their concern with Encore, not only was DirectWest able to overcome this business challenge, they also increased employee productivity, improved their efficiency and were able to retain a certain level of integrity that was not apparent before.

“Since we’ve added FRx Financial Reporter to our Microsoft Dynamics GP system, we’ve increased employee productivity by saving at minimum six hours a month or close to one entire day’s work on mundane administrative tasks,” remarks Gary Maystruck, Director of Finance, DirectWest. “The Encore team was quick to respond to our needs offering a solution that has helped us to retain a certain level of efficiency and integrity that never existed before.”

“We relied on Encore for results driven solutions to facilitate this expansion and ease our transition during the time of change. Our relationship with Encore goes above and beyond the service and support aspect.”

—Gary Maystruck, Director of Finance, DirectWest

Deploying a system that allows for better access to information and reports has improved DirectWest’s ability to manage and communicate effectively across all business functions.

“Building our system to easily retrieve important company information has helped us to increase employee productivity by focusing on more pressing tasks and improve our business decisions having a positive impact on the way in which we manage and share information across all functions,” states Maystruck.

“Encore has continued to bring the latest in technological trends and developments to our attention opening our eyes to the different possibilities that exist. They’ve helped us to evolve, stay current and most of all realize results.”

—Gary Maystruck, Director of Finance, DirectWest

The relationship between DirectWest and Encore’s Consulting team has evolved significantly over the years from implementing innovative solutions that directly support their business needs to utilizing services that enhance both their system performance and user ability. DirectWest has experienced such efficiencies by working closely with an entire team who collectively understands each of their clients business needs, goals and expectations, offers consultation from both a business and technological perspective and who is knowledgeable about the industry it serves.

DirectWest has worked with a few of Encore’s Sales and Consulting team members at different times for varying reasons. Each experience has been positive and productive leaving DirectWest with the impression that their needs do not necessarily have to reside or depend upon one team member—but rather the whole team. With that in mind, DirectWest remains positive and optimistic when working with a different team member each time they engage Encore for consultation or support.

“Working with Encore has shown us that we do not need to rely upon one person within the organization for support and service,” states Maystruck. “We’ve worked with a number of Encore’s consultants and each experience has been great. It’s important to us to work with people who know and understand our business, goals, expectations and people. Encore has done this well.”

During the expansion and growth phase, DirectWest consulted with Encore frequently to seek advice on how to properly integrate their business from a reporting and financial perspective. The support received was invaluable. Encore’s genuine interest and commitment to showing their clients better ways to run their business from both a technological and business perspective has helped DirectWest to evolve and approach potential issues with confidence and ease. As a result, DirectWest was able to achieve their

Furthering your
Success through
innovative
business solutions

goals and properly utilize their resources to its fullest potential during times of change. “Expanding our business meant using more of the right tools to help manage the additional work load,” claims Maystruck. “We relied on Encore for results driven solutions to facilitate this expansion and ease our transition during the time of change. Our relationship with Encore goes above and beyond the service and support aspect.”

Encore’s ability to recommend solutions that reflect the latest industry developments and refine their services to ensure their clients properly address the unique business challenges facing their organization, has helped DirectWest to evolve, employ cutting edge technology and realize results.

“Because our company has evolved significantly over the past 10 years, it’s imperative for us to be on the leading edge of technology to see progress and

developments to our attention opening our eyes to the different possibilities that exist. They've helped us to evolve, stay current and most of all realize results."

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.