



## Customer Profile

Atlantic Boat Company is a family owned business operating on a 37 acre, 50,000 square foot facility on Flye Point in Brooklin, Maine. They are a company committed to building custom-made boats, guaranteeing quality craftsmanship in every one. Today, Atlantic Boat Company carries on a long-standing tradition of quality Downeast boat building. They build Downeast style semi-displacement hulls in fiberglass. These hulls have been developed over the past 150 years for the rigors of fishing off the Maine coast. In addition to fishing boats, Atlantic Boat Company also builds cruiser, recreational, and ambulance boats. All of their boats are renowned for their long term performance, safety and integrity.

## Business Solutions

- Microsoft Dynamics™ GP
- Project Tracking

## Benefits

- Better access to valuable information
- Maintained tight control over project activities
- Ability to make informed business decisions
  - Increased business efficiencies
  - Streamlined workflow

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# Project Tracking

## Customer Success Story

### Atlantic Boat Company

## Situation

Every boat that leaves Atlantic Boat Company is built explicitly to customer specifications. While customers appreciate such customized service, it provided Atlantic Boat Company with some challenges in tracking their costs during each phase of the building process. According to John Nichols, Finance Controller at Atlantic Boat Company, “we pride ourselves on the fact that our boats are very seaworthy and can get you home in any weather.”

Atlantic Boat Company therefore places a substantial amount of importance on making sure that the correct materials are used in the process of building their boats. They realized that to survive today’s competitive business climate, they needed a solution that enabled them to monitor costs.

Atlantic Boat Company’s ability to make accurate estimates on the cost of a project was proving to be more essential to the continued existence of the business. Being a part of a highly competitive market, Atlantic Boat Company has witnessed many boat building companies go out of business. Having “lost their shirts” recalls Nichols, on past projects because of underestimating costs, Atlantic Boat Company did not want to be the next to capsize.

## Solution

Upon the discovery and implementation of Microsoft Dynamics GP, Atlantic Boat Company also added Project Tracking from Encore Business Solutions. With the addition of these products, Atlantic Boat Company had ended their search for the ideal situation.



## Benefits

With the ability to compare and contrast multiple aspects of projects, Project Tracking gave Atlantic Boat Company the needed tools for them to become a more effective and efficient company. “We are getting better information out of our system,” said Nichols. They now have the capacity to know how long it will take to install a component; the needed information is at their finger tips. Prior to Project Tracking the sales department didn’t have access to this invaluable data.

Having access to past project data is pertinent to the company and their ability to make accurate price quotes. “Before we implemented Project Tracking we were shooting from the hip,” states Nichols. Now when they find themselves in a bidding war Atlantic Boat Company

“Project Tracking definitely made us more effective and efficient. Now I have no doubt we are a successful boat building company.”

—John Nichols, Finance Controller, Atlantic Boat Company



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has the right information to know when to walk away. Having access to this information, they have the ability to know instead of guess the costs of a project. Ultimately, they have the power to make business decisions with confidence.

Managing an average of 6 to 12 projects at any one time, Atlantic Boat Company contends with plenty of data entry. With Project Tracking the information entered into payroll can be distributed to different projects. They also have the capability to enter material and have it distributed out of inventory to one or multiple projects.

Project Tracking has given Atlantic Boat Company confidence in their ability to run a successful boat building company. With its ability to track and report on labor and material costs they know the cost of each boat down to the nuts and bolts. As a result, Project Tracking has helped Atlantic Boat Company remain a strong fish in the big sea of competition.

## About Encore Business Solutions

Since its inception in 1990, Encore, a Microsoft Gold Certified Partner, has been and remains dedicated to the delivery of Microsoft Dynamics™ GP, both as an Independent Solution Vendor and a Value Added Reseller. We develop and support world-class, high quality products that extend the functionality of Microsoft Dynamics GP. We help organizations realize the efficiency and enhance their business value with flexible and scalable products tailored for any business model. We have solutions for Project Tracking with Advanced Analytics, Recurring Contract Billing and Bank Reconciliation. As well we've added Advanced SmartList and Inventory I/O Control.

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