

DDB Unlimited

www.ddbunlimited.com

COMPANY

- Location: Wynnewood, OK, US
- Industry: Enclosure Manufacturer
- Overview: Builds telecom, traffic, wimax, LTE, security, and electrical (NEMA) cabinet enclosures

CHALLENGES - REQUIREMENTS

- Automate business processes across multiple properties, departments, and job functions
- Gain real-time reporting for sales, accounting, and other processes
- Reduce software costs by taking advantage of Cloud technology

KEY RESULTS

- Saved \$80,000 per year in external accounting expenses through automation and internal process improvements
- Integrated sales, purchasing, accounting, inventory, and more in a single organized system
- Eliminated client software and outsourced server operations to reduce IT expenses

Enclosure manufacturer uses Cloud ERP to replace Sage MAS 90

“Acumatica provided an accounting solution that allowed us to streamline operations, eliminate accounting costs, and process orders faster.”

- Kelvin “Dusty” Mahorney, CEO, DDB Unlimited

BUSINESS CHALLENGE

DDB Unlimited produces rugged enclosures for use in telecom, traffic, security, electrical (NEMA), and other applications. The company has multiple product lines that are shipped around the world to major industry players as well as single purchase customers. Rapid growth required DDB Unlimited to automate and improve processes across multiple locations and production facilities.

SOFTWARE HISTORY AND EXISTING SOLUTION

Prior to trying Sage MAS 90, DDB Unlimited used QuickBooks for accounting processes and Profit 21 for CRM activities. Sales orders arrived via phone, fax, and email. Inventory and production processes were being tracked manually.

Having separate systems for different processes created extra work including dual order entry, manual import and export processes, manual accounting, and offline reporting. DDB Unlimited decided to investigate an ERP system to streamline and automate these systems.

WHY ACUMATICA?

DDB Unlimited started its search by looking at traditional client-server vendors. The company implemented a Sage MAS 90

system but was unhappy with the fact that processes got slower and more confusing. Fortunately, DDB Unlimited heard about the Cloud and investigated Acumatica. Using the Cloud, Acumatica could deliver a single system with access from anywhere, real-time dashboards, rapid processing, and centralized management without being a burden on the internal IT department.

Just as important as the cost and features was the service that DDB Unlimited could expect. By working with AIM Solutions, DDB Unlimited could get customizations and personal service for their Acumatica software the same way that DDB Unlimited provides service to their customers.

AUTOMATED ACCOUNTING

DDB Unlimited needed to eliminate manual accounting processes so reports could be created faster and contain real-time data for making business decisions. In the process of streamlining, DDB eliminated \$80,000/year in expenses by simplifying and bringing accounting procedures in-house using Acumatica.



Acumatica helped DDB get all of their data in one place. Sales orders and purchase orders are linked to accounts receivable and accounts payable so business transactions and accounting transactions are seamlessly integrated. Data from all Acumatica application suites, such as the Customer Management suite, provides a complete customer lifecycle and history from a single location.

With all the data centrally organized, dashboards created by users and reports created using the Acumatica report writer deliver real-time data to anywhere that it's needed.

IMPORTING DATA

AIM Solutions utilized Acumatica Import Utilities to rapidly migrate data from QuickBooks and Profit 21 to Acumatica. By customizing import processes, AIM Solutions was able to transfer the chart of accounts, current account balances, customers, active orders, active purchases, and other data in under a month.



“Acumatica and AIM Solutions helped us reduce software costs and maintenance hassles by moving to the Cloud.”

Kelvin “Dusty” Mahorney, CEO, DDB Unlimited

MAINTAINING CONTROL

Acumatica delivers advanced financial features that are not available in QuickBooks as well as the advantages of a Cloud ERP solution without SaaS lock-in.

	LEGACY SOFTWARE OPTIONS	ACUMATICA CLOUD ERP
Real-time dashboards	No	Yes
Access from anywhere via browser	No	Yes
Integrated CRM and accounting	No	Yes
Customization tools	No	Yes
Price and deployment options	No	Yes
Savings on software maintenance	No	Yes