



SWK
TECHNOLOGIES

**CLIENT: Gorlitz
Sewer & Drain, Inc.**

- Manufacturer of pipe and drain cleaning equipment and accessories
- Founded in 1980
- Based in Santa Fe Springs, CA
- Machine shop onsite for custom orders
- Online shopping cart for e-commerce
- Uses Sage 100cloud out-of-the-box

SWK Helps Gorlitz Sewer & Drain Automate with Sage 100cloud

About Gorlitz Sewer & Drain, Inc.



Gorlitz Sewer & Drain, Inc. is a manufacturer of high-quality sewer and drain cleaning equipment as well as accessories and replacement parts. It was founded in 1980 by Gerd Kruger, who emigrated to the US from the town of Gorlitz within the German state of Saxony. He named his new company after

his hometown at his wife's suggestion and eventually passed it onto his family, including sons James and Lutz Kruger.

Gorlitz operates a manufacturing and retail location in Santa Fe Springs, California, about 15 miles East of downtown Los Angeles. The

facility includes a machine shop onsite that allows in-house machinists to modify equipment to regulatory specifications and produce custom orders for clients. In addition to the Kruger family, about three dozen personnel are employed by Gorlitz Sewer & Drain.

Gorlitz provides clients what they need to get the job done

The catalog of products offered by Gorlitz enable users to identify, isolate and resolve issues that appear in

their plumbing and drainage systems. These include electric and gas-powered drain and sink cleaning machines designed in-house at their facility, water jetting machines, video inspection equipment, power cables and cable accessories, blades, splices, hoses, and an assortment of other equipment pieces and replacement parts. Many of these tools are treated with special materials or built from components that help protect against the elements and improve their quality.

Gorlitz's clientele ranges from individual contractors and "mom-and-pop" small businesses to larger independent venues and franchise locations. Among this list - which includes the Venetian Resort in Las Vegas, Nevada - are all types of food service establishments, office campuses, apartment buildings and other larger institutions that use Gorlitz machines to maintain their own plumbing services. Being able to rely on their own devices helps them avoid expensive cost overruns from contracting out, and purchasing the equipment is an investment that pays for itself.



An industry run by technology



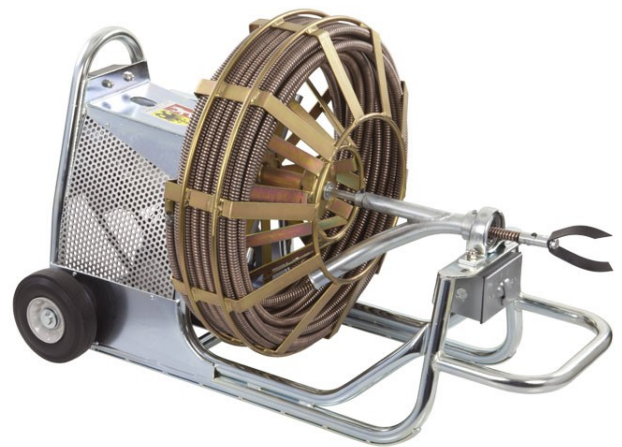
James Kruger, who currently acts as General Manager at Gorlitz Sewer & Drain, has seen the industry evolve significantly over the past 30 years as technology and automation become commonplace. Additionally, much of the marketplace has increasingly moved online, which has greatly

expanded Gorlitz's business with e-commerce purchases rapidly soaring. "I've seen the Internet orders growing and growing and growing over the years," says James.

Gorlitz's digital sales went from

sporadic transactions to almost two dozen orders coming per day, with some including tens of thousands of dollars' worth of purchases. James Kruger sees Gorlitz's online shopping cart as a great

advantage to their business for the convenience it offers for both their operations and their customers. Visitors can place orders when their schedule permits and all that is required on Gorlitz's side is the labor to package and ship the product.



Supply chain visibility is key to the business



While the digitization and automation of the industry delivers a lot of benefits to Gorlitz Sewer & Drain, they still must contend with all the data these new systems produce. Their biggest pain point is maintaining visibility into all of their moving parts, especially when it comes to keeping an eye on their products. "Inventory is the monster to conquer," says James, "That's the bad boy of the bunch."

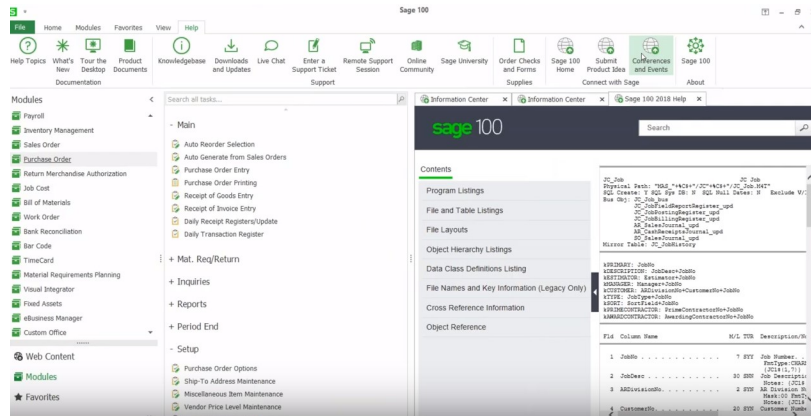
Gorlitz tried to alleviate some of the burden of relying on manual processes generated by moving to

a DOS-based accounting software system called Armor Systems. However, this program did not age well and soon became inadequate for Gorlitz's needs. "We just wanted something a little better," says James Kruger. James reviewed several new options for Gorlitz, including Peachtree (now Sage 50cloud), but decided to move on from smaller accounting systems to a full-fledged ERP solution.

Sage 100 makes the difference

The Kruger family eventually chose Sage 100 and began working with vendor 2000soft before they were acquired by SWK Technologies in 2015. Gorlitz has remained with SWK since and works closely with the Sage 100 team to optimize their software, including consultant David Birdwell, whom James Kruger refers to as his “upgrade guru.” “He makes the process painless for me,” says James.

Gorlitz utilizes a mostly “out-of-the-box” version of Sage 100 that enables them to manage customer data without added customization. It has become a key component of their operations that helps organize all their financial information. “The Sage accounting system definitely is a vital and crucial part of our business,” says James Kruger.



Additionally, Gorlitz leverages a Website Pipeline integration with Sage 100 ERP to help facilitate their e-commerce transactions and consolidate the data from online orders. Automating these procedures removes the burden to manually process those orders says James, who compares having a fully functioning digital shopping cart to “having an extra person” to handle web purchases. Other add-ons include Scanco, KnowledgeSync and Sage Payroll for improved visibility into Gorlitz’s inventory and accounting data.



“The level of service for our company has been great.

I like the people that I’m dealing with.”

Sage 100 makes the difference (cont'd)



Gorlitz is currently using Sage 100cloud, the subscription-based version of Sage 100, after upgrading in 2017. SWK presented the advantages of upgrading to this newer solution, including new technology additions and features, and the team at Gorlitz decided to make the migration. "It seemed like the next logical step," says James, "It just made sense at the time."

Though Sage 100cloud provides obvious benefits to Gorlitz, James says that people

affect his decisions the most when it comes to software. It was the personal attention he received that made James choose Sage 100 and it has been the attention Gorlitz continues to receive that convinces James to remain with SWK. "I've been contacted by other Sage vendors, but I'm completely satisfied," says James, "The level of service for our company has been great. I like the people that I'm dealing with...if it isn't broke, don't fix it."

If you want to learn more about how SWK can help you with your business process challenges, and how the latest software and technologies can help you integrate, automate, and secure your systems, contact us today.

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