QuickBooks Enterprise Solutions
Business Management Software

Stainless Steel Distributor Enlists QuickBooks® Enterprise Solutions to Manage Tremendous Growth

BUSINESS CHALLENGE

Seltin Supply has been riding the crest of demand for ultrahigh purity (UHP) stainless steel tubing and fittings needed by computer chipmakers for their manufacturing sites. To provide the immediate delivery their customers require without overstocking, the owner realized he needed major help keeping his expensive inventories at three warehouse locations under control.

SOLUTION

QuickBooks Enterprise Solutions offers Seltin Supply:
- Precise control of 4,700 different part types in inventory
- The ability to quickly write up sales orders, create packing lists and get customer orders out the door—fast
- Increased performance for multiple users
- Low licensing costs and quick installation

BENEFITS

- Streamlined functions that save accounting time—owner can process 25X the number of invoices in one-tenth of the time
- Ability to link inventories from three remote locations into one database to make better re-order decisions
- Network capabilities allow division of tasks: the owner concentrates on accounting, purchasing and payroll while warehouse manager handles sales, order entry and inventory
- Short learning curve that comes with upgrading within the same product line

CUSTOMER PROFILE

- Distributor of ultrahigh purity stainless steel tubing
- Headquartered in Idaho Falls, Idaho
- In business since 1989
- Sales of $3.5 million in 2005
- Using QuickBooks Enterprise Solutions since 2005; upgraded from QuickBooks: Premier Edition

"Supply and demand in this business is so volatile, pricing is constantly changing. With Enterprise Solutions, I can raise or lower prices all from one screen. I just select the items I want, plug in what percentage change I want to make, and it's done. With the thousands of items in our inventory, this feature has been extremely handy to have."

Russ Bishop, Owner
Seltin Supply, Idaho Falls, ID

With the increasing demand for faster, more powerful computers, chipmakers like Intel and Texas Instruments are building multi-million dollar manufacturing facilities to keep up. In their "clean rooms" where chips are produced, even the tiniest speck of contamination can ruin production, so these industry leaders demand ultrahigh purity (UHP) stainless steel tubing to carry vital gases and chemicals into their factories.

Seltin Supply of Idaho Falls, Idaho is a rapidly growing company that supplies UHP tubing, fittings, and valves to this volatile trade. They recently added two additional 5,500 square foot warehouses, one in Dallas, Texas and another in Chandler, Arizona. Sales are forecasted to double in 2006 to about $7 million. And, they use QuickBooks Enterprise Solutions to help with this tremendous growth every step of the way.

Tracking Inventory to Meet Customer Demand

"The semiconductor business is extremely unpredictable," says Russ Bishop, owner of Seltin Supply, "and these companies have to respond quickly to market demands. Building contractors don't want to wait three or four weeks for UHP parts. They want them now. We're among the smaller UHP suppliers, but we stand out by having greater variety and immediate delivery."

One of the biggest challenges in meeting customers' delivery times for Seltin Supply was keeping accurate track of inventory levels. With the inventory management functions in Enterprise Solutions, Russ states they can now see the big picture. "We don't want to tie up all our cash flow filling the shelves in one warehouse with too much stock while running short elsewhere. With Enterprise Solutions, we're able to make sure we always have just enough product coming in before we run out."

As Russ' company grew, so did his desire to provide even faster delivery times on customers' orders. The best way to do that was to add warehouse locations closer to where his customers are. Russ added the Chandler location to be close to Intel, who is one of his most important clients. Both warehouse locations were run as separate companies, with no visibility from one side to the other. That made keeping accurate inventory and purchasing a very real and time-consuming challenge. Adding a third warehouse in Texas simply compounded the issues Russ was facing. Fortunately, his new warehouse manager knew QuickBooks Enterprise Solutions could handle the additions.

Jason Ray, who runs the Dallas warehouse, had previous industry experience when he joined Russ. He had also been using Enterprise Solutions and knew how powerful it was. "Enterprise Solutions has so much going for it," he said. "First, it can hold a lot more inventory

items in its database, and its search feature is extremely handy in finding parts and suitable substitutes. Second, it can be linked across multiple locations, so all three of our sites can work off the same inventory records. And third, it's QuickBooks, so I knew that Russ would be comfortable making the move, because he was already familiar with the product line."

"I picked up on it real fast," Russ agreed, "and it was super easy to train the six other people who use Enterprise Solutions, too." He especially likes how simple it is for him to set up access permission levels for the entire staff. For instance, he can give the warehouse manager permission to receive inventory, but not see the Accounts Payable data.

With 4,700 items in the inventory database, 240 vendors and 99 customers, Russ and Jason have a lot of paperwork to take care of, but Enterprise Solutions makes it easy to split up the work. "I handle the accounting from Idaho Falls," says Russ, "while Jason does most of the sales, order entry, and inventory management down in Dallas. Either one of us can take care of purchasing, depending on who has the time—another great thing about the networking capabilities of Enterprise Solutions."

Helping Protect the Bottom Line While Streamlining Operations

Like any business handling commodity items in large volumes, Seltin Supply's bottom line is sensitive to frequent price changes. Even a few cents increase per part can have significant impact on Russ' profit margin when thousands of items in a customer's order are affected and that increase fails to get passed along. That's why Russ also likes the customizable price level feature in Enterprise Solutions. It enables him to raise or lower prices easily, all from one screen. Plus, he can set multiple pricing levels on an item for high- and low-volume customers—and link individual customers to a certain level based on their purchasing history. "We can change prices on an invoice right up to the last moment," Russ said.

Paying bills is a whole lot easier too. When Russ first started Seltin Supply, he'd get perhaps four invoices a week. Now, the company receives over four hundred a month. Enterprise Solutions helps Russ keep track of them all and make sure suppliers get paid on time. This has been especially important in the Texas location where sales have quadrupled in just seven months. "To have to input all those invoices by hand and then write checks…" Russ said. "With Enterprise

Solutions I do it in probably one-tenth the time. It's a real time saver for me."

For Russ and Jason, Enterprise Solutions helps them work smarter and faster, and enables them to deliver critical components more quickly to customers who can't afford to wait. And that's what makes Seltin Supply stand out in a highly competitive industry.

Helping You Build Your Business

For more than 10 years, QuickBooks has worked with small businesses to develop tools that will help them succeed. Today QuickBooks is doing the same for larger, growing businesses with products like QuickBooks Enterprise Solutions—the most powerful QuickBooks product ever. With a four-star "CRN Test Center Recommended" rating (November 2005), QuickBooks Enterprise Solutions has the capabilities and flexibility to meet the unique needs of growing businesses, potentially helping them save thousands in up-front and ongoing costs.

QuickBooks Enterprise Solutions enabled Seltin Supply to:

- Manage three remote warehouse locations in real time
- Track inventory with exceptional detail
- Shorten the amount of time needed to prepare sales orders, pull inventory from packing slips and ship orders
- Increase productivity by easily dividing management tasks

"Enterprise Solutions helps us stay on top of our inventory and enables us to process orders quickly, so we can deliver when our customers need us. Our parts are special and can have three to four week lead times, but with our processes we can deliver immediately to customers who aren't willing to wait for anything."

Jason Ray, Warehouse Manager
Seltin Supply, Dallas, TX

FOR MORE INFORMATION

For more information about QuickBooks Enterprise Solutions, visit www.quickbooksenterprise.com. For other QuickBooks products and services, visit www.quickbooks.com, or call QuickBooks Sales at (866) 272-8735, ext. 2006.
For more information about Seltin Supply, visit www.seltinsupply.com.

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