



# QuickBooks® Enterprise Solutions Helps North American Electric Motors Keep Up With Demand



## BUSINESS CHALLENGE

The founder of North American Electric Motors grew tired of paying more and more for an accounting software package that couldn't keep up with his company's rapid growth. When his software version stopped being supported—after he had invested several thousand dollars on modifications—he looked around for a better solution.



## SOLUTION

QuickBooks Enterprise Solutions: Manufacturing and Wholesale Edition:

- Ability to grow without extremely expensive upgrades or custom modifications
- Inventory management that triggers re-orders to accommodate six-week lead times without over- or under-stocking
- New “Available to Promise” function



## BENEFITS

- License price is thousands of dollars less than competitors
- Founder saves up to 12 hours a week vs. previous software to process daily activities
- Security controls enable more employees to process orders without access to sensitive data
- Tight inventory tracking tools ensure right product levels are on the shelves

## CUSTOMER PROFILE

- In business since 1993
- Located in Hernando, Mississippi
- Seven employees
- Imports and distributes electric motors up to 500-horsepower
- Goal is to have a total of seven warehouse locations across the country
- Using QuickBooks Enterprise Solutions since 2004; switched from Microsoft Great Plains®



*“Inventory is the meat of our business. With QuickBooks Enterprise Solutions, I can see what’s in the warehouse, create pick lists so my workers can pull together orders, even print packing slips. It enables me to streamline the whole process, keep tabs on my inventory, and help my employees work more efficiently. That adds up to real cost savings.”*

**Don Hackman, Sr., Founder  
North American Electric Motors  
Hernando, Mississippi**

### Positioned for Growth

From small fan motors to 500-horsepower brutes that drive massive ore crushers, North American Electric Motors designs solutions tailored to customer specifications. With the country's economy gaining momentum, orders for this Mississippi-based wholesaler are taking off according to company founder Don Hackman, Sr. And helping Don keep up with the surging demand that has seen sales double in the last year is QuickBooks Enterprise Solutions: Manufacturing & Wholesale Edition.

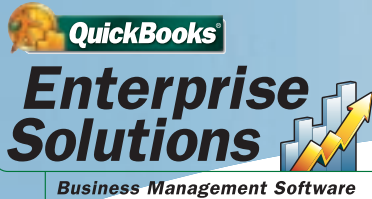
Having the right amount of inventory on hand is the core of Don's business. Since it can take six weeks to receive overseas shipments, Don must monitor his warehouses carefully to avoid running short. With about 1,000 SKUs in stock, some of them being very expensive, he can't afford to have too little or too much on the shelves. The inventory functionality in QuickBooks helps Don make sure the amounts he has on hand are just right.

“We saw an industry slump back in 2001,” said Don. “What we're enjoying now is pent-up demand for product. The introduction of several

new lines and the development of a strong distributor network have also helped fuel our growth. That's why we moved to QuickBooks Enterprise Solutions. The alternatives out there either didn't have the functionality we needed to grow, or they were much too costly to maintain. QuickBooks gives us the best of both worlds in terms of features and price point.”

### A Painful Experience Using Another Solution

Don points to the company's previous accounting software as an expensive headache. “Great Plains was just dreadful for us,” he stated. “I felt that it was slow, had terrible navigation, and you had to go through multiple steps to complete a simple task. And then there was the expense. It cost \$9,000 just to purchase the product, but then we had to put an additional \$45,000 into it over several years to have their engineers redo certain aspects of the program to accommodate our changing business. It was a disaster. In my experience, glitches in the product were hard to fix without their help, and at \$100 per hour for technical phone support, I felt that we were at their mercy. Then Microsoft took over and stopped supporting the version we were on. It would have



taken an additional \$6,700 to upgrade and buy a license for another year...that was what broke the camel's back."

Together with his son and daughter who help run the seven-employee business, Don started looking in earnest for a replacement. Other products were considered, but he gravitated towards Intuit, one reason being his son had recommended QuickBooks. More importantly, Don had been using Quicken® software at home for years. After an initial foray with QuickBooks Premier, he decided that the security features in Enterprise Solutions were really what the growing business needed. This would enable more employees to use the software and process the steadily increasing number of orders while controlling access to sensitive data. The transition from QuickBooks Premier to Enterprise Solutions took only about a day, and Don has been happy ever since.

#### Keeping the Business Humming Smoothly

Since installing QuickBooks Enterprise Solutions in 2004, North American Electric Motors has seen a real boost in productivity, accompanied by a sizeable reduction in software-related expenses. The biggest benefit from switching to QuickBooks, Don says,

has been the 12 hours a week he and his daughter save not waiting for their old Great Plains software to process daily activities.

The low purchase price of Enterprise Solutions has also helped the bottom line, and with his Full Service Plan subscription, the few phone calls Don has made to QuickBooks Technical Support have been covered without charge. But what he appreciates most is how effortlessly Enterprise Solutions helps him keep the business running smoothly.

"I like the new 'Available to Promise' feature in the 2006 version of Enterprise Solutions," he says. "It reports the amount of inventory committed to customers, when it is needed, and what is on order." Once available only in packages costing thousands of dollars more, "Available to Promise" enables Don to commit to product delivery dates, or borrow inventory tagged for later delivery on less critical orders. This enables Don to maximize customer service quality while maintaining inventory at optimal levels to carefully control costs. Expansion plans call for opening a new warehouse in Pennsylvania, followed by others in Texas and the upper Midwest, so this feature will become even more critical to Don's operations.

#### Many functions from a single solution

Managing inventory, re-ordering at the proper time, and making sure orders get out when promised are just a few of the many tasks Don trusts Enterprise Solutions to handle. It also takes care of journal entries, tracking vendors and customers, depreciation and banking. "We track un-deposited and deposited funds, and the reconciliation is a piece of cake," Don said. "We used to check off each item manually; now we just click a button and it's done. And the drill-down is great. We can drill down through our information to find just about anything."

#### Helping You Build Your Business

At QuickBooks, we've spent more than 10 years working with small businesses to develop tools that will help them succeed—tools so easy-to-use and useful, our customers can't imagine running their businesses without them. Now we are doing the same for larger, growing businesses with QuickBooks Enterprise Solutions - the most powerful QuickBooks product ever. Named the "Top Business Productivity Tool" by *CRN Magazine*, QuickBooks Enterprise has the capabilities and flexibility to meet the unique needs of your business as it grows, potentially helping you to save thousands in up-front and ongoing costs.

#### QuickBooks Enterprise Solutions enabled North American Electric Motors to:

- Tightly manage expensive inventories
- Manage accounts payable, accounts receivable, prepare for taxes
- Save time by working more efficiently
- Create invoices and daily deposits
- Work on files from remote sites
- Expand business to additional locations

*"A feature that I like is the customer P&L – we use that extensively. Being able to add costs other than just product costs for a particular customer was just one of the things that encouraged me to move up to QuickBooks Enterprise Solutions."*

**Don Hackman, Sr., Founder**  
North American Electric Motors  
Hernando, Mississippi

#### FOR MORE INFORMATION

For more information about QuickBooks Enterprise Solutions, visit our Web site at [www.quickbooksenterprise.com](http://www.quickbooksenterprise.com). For other QuickBooks products and services, visit [www.quickbooks.com](http://www.quickbooks.com), or call QuickBooks Sales at (866) 676-9668 X6341. For more information about North American Electric Motors, visit [www.naemotors.com](http://www.naemotors.com).

#### Free Demo

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