



CASE STUDY: SIMpro

SIMPRO BUILDS A REPUTATION OF EXCELLENCE WITH NEXT GENERATION ERP FROM ROBOCOM

SIMpro is an exclusive wireless wholesale distributor for Ultra Mobile, serving Independent Wireless Retailers across the United States. The company provides independent businesses with everything they need to sell Ultra Mobile products and services including training, merchandising, order fulfillment and marketing.

When the company was founded back in 2012, Lauren Viggiani, Chief Operating Officer at SIMpro, LLC, says they immediately chose to implement the Next Generation Enterprise Resource Planning (ERP) solution from Robocom Systems International.

“We needed warehouse logistics software to manage inventory and do order fulfillment, run general ledgers for each of our accounts, as well as a customized solution to automate our commissions and residual payment process. With many competitors in our space, we knew differentiating SIMpro hinged on our ability to pay Retailers promptly and accurately. An automated system would give us an advantage over others who weren’t investing in software like this,” explains Viggiani. “I used Next Generation ERP at a previous organization and knew the value it would bring to our business. There was no need to look elsewhere.”

Five years after choosing Next Generation ERP, Viggiani reflects on the impact of that decision: “Our entire success has been on the backbone of our Next Generation software. It has enabled us to rapidly scale our business and maintain our competitive edge by establishing a reputation of trust through superior service and transparency.”

FULLY AUTOMATED ERP SYSTEM DELIVERS CONTROL, ACCURACY AND VISIBILITY

Today, SIMpro is using Next Generation ERP to control all aspects of its operations including controlling inventory, receiving inventory, order fulfillment and payment and processing. “With Next Generation ERP, we are organized, we don’t have islands of information in different systems, and we’re fully automated to deliver superior service to our Customers,” says Viggiani.

SIMpro’s Retailers have access to the Next Generation ERP online portal where they can login and view every statement, down to the individual customer activations and residuals. “Our ability to be 100% transparent with our Retailers is a significant

SOLUTION SNAPSHOT

BUSINESS CHALLENGE

To compete in a highly competitive market, SIMpro needed to maximize efficiency, optimize operations and ensure accuracy to maintain a reputation of excellence.

ROBOCOM SOLUTION

SIMpro is using Next Generation ERP to control all aspects of its operations including inventory, receiving inventory, order fulfillment, payment and processing.

RESULTS

With Next Generation ERP, SIMpro has rapidly scaled its business and maintained a competitive edge by establishing a reputation of trust through superior service and transparency. The company has achieved 100% inventory across both of its warehouses. And SIMpro’s recent move from UNIX to Windows has further optimized its operations, delivering faster performance, improved stability and less downtime.

“Our entire success has been on the backbone of our Next Generation software. It has enabled us to rapidly scale our business and maintain our competitive edge by establishing a reputation of trust through superior service and transparency.”

— Lauren Viggiani
Chief Operating Officer
SIMpro, LLC

differentiator for us. They trust us, knowing that when they receive a commission it is fair and accurate. Superior service is our number one mission, and with Next Generation we are delivering on that goal.”

Each month, SIMpro loads over 260,000 line items into the system to process commissions and residual payments. “Next Generation ERP has the scalability to manage this work and provide accurate calculations, month after month. It would be impossible for us to properly process this many accounts manually.”

Next Generation’s ability to manage warehouse logistics, inventory and order fulfillment has also been crucial to the company’s rapid business growth and continued success. “We have two warehouses and upwards of 25,000 items in inventory at any given time. Scanning thousands of items into inventory would take at least 20 hours or more if done manually,” explains Viggiani. “With Next Generation, we are able to do that same work in less than one hour. And with an automated system, our accuracy levels are also superb. We are at 100% inventory accuracy across both of our warehouses.”

However, Viggiani says the benefits of Next Generation all boil down to one thing: maintaining a reputation of excellence. “It takes a long time to build one and a short time to ruin one. Next Generation ERP has enabled us to build a reputation for paying our Retailers their hard-earned money promptly and accurately with a fun, fast and easy way for them to view their statements and their full account online. You can’t put a number on that. Any other benefit is really just a cherry on top!”

MIGRATION TO WINDOWS DELIVERS INCREASED PERFORMANCE AND SCALABILITY

To support its rapid business growth, SIMpro migrated its Next Generation ERP system from UNIX to Windows two years ago. “Our company was growing and we needed a more robust solution to handle all of our data. A Windows-based platform would provide more stability than UNIX as we continued to scale our business,” explains Viggiani.

Robocom worked onsite with the SIMpro team during testing to ensure the Windows systems was functioning exactly as needed before the company went live on the new platform.

Viggiani says the migration was smooth and well worth the effort. “The change was essentially seamless, from the day before we went live to the day after we went live. We had no downtime and our employees didn’t require any training. We are absolutely happy with our decision to move from UNIX to Windows; we have realized faster performance, improved stability and less downtime.”

For example, before the migration to Windows, employees were told not to enter orders into the system if the warehouse manager was loading inventory. If they did, there was a chance that orders were being placed against inaccurate inventory numbers. Because people were also writing down orders by hand during this period, orders were lost, impacting Customer satisfaction and affecting commission numbers. “We don’t have those issues anymore,” says Viggiani. “When the Equipment Manager is loading inventory into the system, everyone can go about their business without any concern for overlap or accuracy problems.”

Viggiani says she appreciates the strong relationship she and her team maintain with Robocom. "Our business model is very unique. We are reliant on the Retailer to sell something in order for us to make any money. Having a system that supports our unique requirements and a partner that is willing to do whatever it takes to ensure our success is priceless. Robocom knows our business; they understand it. So when we need something there is no learning curve; they are on it. That's why I continue to do business with them after 17 years."

ABOUT ROBOCOM SYSTEMS INTERNATIONAL

Robocom Systems develops, licenses and supports Supply Chain Execution software solutions, including Warehouse Management, 3PL Billing, Transportation Management, Voice Technology and Labor Management. An Enterprise Transportation System and Enterprise Resource Planning System round out the Supply Chain Execution offering. Robocom's investment in research and development is keenly focused on the needs of the business leaders responsible for the day-to-day results in warehousing, distribution, third party logistics, transportation and trucking operations. For more information visit www.robocom.com

Worldwide Headquarters

Robocom Systems International, 1111 Broadhollow Road, Route 100, Farmingdale, NY 11735 USA
Tel: +1 631 753 2180
Email: info@robocom.com
On the Web at: www.robocom.com

© 2018 Robocom Systems International. All rights reserved.

