



CHARTERED ACCOUNTANTS

DURWARD JONES BARKWELL & COMPANY LLP

Big enough to know
SMALL ENOUGH TO CARE



CUSTOMER:

Crabtree Publishing, Inc.
St. Catharines, Ontario, Canada
www.crabtreebooks.com

INDUSTRY:

Nonfiction children's book publisher

Locations: 1

Employees: 36

Users on Sage Accpac: 15

Sage Accpac Modules:

Financial and Operations modules,
Sage Accpac WMS,
DataHabitat Data Warehouse,
Sage Accpac Exchange

DJB Streamlines Warehouse for Crabtree Publishing

Most public libraries and elementary schools in North America have at least one book from Crabtree Publishing.

Almost 30 years ago, Peter Crabtree and his wife Bobbie Kalman recognized a gaping need – high-quality nonfiction books for children's school research projects. Their first series, Early Settler Life, explored the life and times of pioneers. Like the lion's share of Crabtree's titles today, the books were written by Bobbie, and have been extremely popular with young readers. The company now has more than 700 titles in print both in hardcover and paperback versions.

UPGRADING TO SAGE ACCPAC ERP

Until recently, Crabtree managed its warehouse with manual systems. The company had been a loyal Accpac user for decades, but the DOS version did not offer automated inventory or other advanced capabilities.

"With just over 2,000,000 books in inventory, we could end up being short 50 to 100 books for any given title and never know it," explains Craig Culliford, Assistant Controller and Inventory Manager. "We knew it was time to upgrade. So we attended a Durward Jones Barkwell seminar about Sage Accpac ERP – and their IT partner was Kelly Stayzer, whom I knew from high school. I was sold."

NO MORE PHYSICAL INVENTORY COUNTS

Today Crabtree Publishing uses Sage Accpac ERP to manage all financials and operations, including warehouse management. "Before, we used to close down the entire company for three days every year to count books. We had to bring in family and friends to help. It was a crazy time of year, and we lost sales," says Culliford.

"Now, we have real-time inventory. All items are barcoded, and I know where every book is at every second of the day. I can view performance within the warehouse and make adjustments. For instance, the software shows us speed of sale, letting us pull titles from the fast-moving section to the slow section, or vice versa."

LESS WANDERING IN WAREHOUSE

When Crabtree receives an order, Sage Accpac ERP allocates titles, creates pick plans and labels, and sends data back to accounting for billing. "Previously, if we



Authorized Partner



CHALLENGE:

DOS-based accounting system required manual inventory counts, made warehouse management slow and inefficient

SOLUTION:

Sage Accpac ERP with full complement of financial, operational, warehouse, data warehousing and EDI modules

RESULTS:

Real-time inventory eliminated 3-day physical counts that shut down operations; statement printing reduced from 5 hours to 20 minutes; warehouse now handles 25% more volume with same staff

were out of a title, we'd have to do complicated credits or start the entire order over. Now, the WMS module adjusts for out-of-stock items, saving us a lot of time." WMS also plans warehouse workers' routes as they pick titles for orders. "Productivity is up, because one worker can pick multiple orders at the same time, all in one pass. We're processing 25 percent more volume without adding staff."

DATA WAREHOUSING AND EDI

Crabtree also implemented DataHabitat Data Warehousing, a third-party module for Sage Accpac ERP that performs data mining. "DataHabitat is the Cadillac of reportwriters. Our marketing department can retrieve sales numbers by dollar amount, region, country, sales representative, or practically any other parameter. One click, and they have the data they need in seconds," notes Culliford.

"The marketing people love it, because they don't have to come to me for numbers. And I love it for the same reason - because I don't have to stop whatever I'm doing to create reports for them."

Crabtree is implementing Sage Accpac Exchange, an EDI that integrates seamlessly with the rest of the system. "One customer places one 400-line order each week, which all has to be keyed in," says Culliford. "With the EDI, all that data entry will be automated. This will free up our customer service staff to spend more time on the phones, answering questions and helping callers."

CONVERSION WITHOUT DOWNTIME

Culliford is enthusiastic about his solution provider. "DJB is awfully good at what they do. Our conversion was over a holiday weekend, and there wasn't a single glitch. We returned to work, and it all functioned perfectly," he says.

"We always know that DJB is there to take care of us. We can call them practically anytime, and they respond. One quick phone call, and the problem is resolved."

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- Craig Culliford, Assistant Controller & Inventory Manager, Crabtree Publishing

He also appreciates the mix of skills in his DJB representative. "Kelly is a chartered accountant, so he understands both accounting and software perspectives. For instance, he noticed that we filed copies of invoices stapled to check stubs, and suggested an easier, paperless system. That one improvement saved us three days of work each month, and eliminated the need for lots of filing space. Our AR clerk was really pleased."

