

TECSYS Customer Success Story

Cee Kay Supply - Achieving Success Through Leadership Strategies



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Ned Lane, President, Cee Kay Supply

At a Glance

Industry

Gas & Welding

The Challenge

Cee Kay Supply required a solution that would allow them to supply their retail locations and customers using the most effective replenishment and supply chain strategies. Their current solution, which essentially grew from a cylinder management system, did not provide them with the tools that would allow Cee Kay Supply to meet today's economic reality.

TECSYS' Solution

When Cee Kay Supply chose TECSYS' EliteSeries distribution applications, they entered into a partnership with TECSYS that would change the landscape in the Gas & Welding Supply Industry by being the first to implement an enterprise system from a company that had for years served the wholesale and industrial distribution markets but was virtually an unknown player in the specialty gas and welding supplies industry in the U.S.

The Benefits

With TECSYS, almost immediately, Cee Kay Supply was able to improve and streamline their approach to purchasing through automation and effective reporting. Cee Kay Supply kept full control of their margins while moving to a fully centralized purchasing approach despite experiencing massive price increases.

About Cee Kay Supply

How does a small welding company with three employees turn into the largest, independent supplier of industrial gases, welding supplies and equipment in Missouri? How has Cee Kay Supply successfully adapted to changing times and technologies in their sixty years of existence? The answer to both questions may well be within Cee Kay Supply's "Discover the Difference" message to their customers. So what differentiates Cee Kay Supply?

Cee Kay Supply's dedicated management team has implemented robust supply chain enablement applications based on leading web technologies. Satellite-based systems remotely monitor consumption in their customer's bulk tanks and allow Cee Kay Supply to forecast deliveries. Hand-held scanners and bar-coded labels allow Cee Kay Supply to track and protect over 60,000 cylinder assets. Whether attending to a customer directly at the counter in their seven locations or responding to other incoming product and service requests, sales personnel are empowered thru information technologies. These investments are allowing Cee Kay Supply to provide 'best practice' service levels to their customers. Existing customers keep coming back and new customers discover a company that is focused on providing value.

The Challenge

In researching enterprise software to run their business, Cee Kay Supply was prepared to wait for the right solution and the right business partner. Cee Kay Supply required a multi-company, multi-location supply chain enablement solution without compromising on cylinder management, financials and business analytics. Their leadership and belief in technology to drive efficiencies within their operation would not allow an investment in outdated technologies. The right business partner would need to show the same passion for excellence and a proven track record for adapting to changing economic and technical landscapes.

In fact, years passed as Cee Kay looked to replace their legacy applications however no vendor offered the right mix of feature/function and technology platform that would justify an enterprise system change.

“We were frustrated with existing welding industry software solutions. They simply did not contain the depth of functionality we required to run our business.”

Tom Dunn
CEO and Owner, Cee Kay Supply

Cee Kay Supply required a solution that would allow them to supply their retail locations and customers using the most effective replenishment and supply chain strategies. Their current solution, which essentially grew from a cylinder management system, did not provide them with the tools that would allow Cee Kay Supply to meet today’s economic reality. Furthermore, the lack of meaningful information on their business restricted Cee Kay Supply management from taking decisive action on suspect processes and policies.

TECSYS’ Solution

When Cee Kay Supply chose TECSYS’ EliteSeries applications, they entered into a partnership with TECSYS that would change the landscape in the Gas & Welding Supply Industry by being the first to implement an enterprise system from a company that had for years served the wholesale and industrial distribution markets but was virtually an unknown player in the specialty gas and welding supplies industry in the U.S. “When we expanded our search to all wholesale distribution products, we were amazed at the number of software solutions available. TECSYS rose to the top with real time functionality, leading technologies and their willingness to fully address cylinder management,” comments Ned Lane, President of Cee Kay Supply.

The initial project included the implementation of the EliteSeries Financial and Distribution Management System, integrated with the TrackAbout Asset Management System.

A top priority was to establish controls in inventory and asset management including:

- Implementing centralized purchasing and improving inventory levels at the branch level through automated replenishment.

- Addressing margin leaks caused by slow-moving inventory with the right mix of purchasing to stock versus purchasing to existing demand at their main distribution center and branch locations.
- Achieving error-free replenishment and shipping of non-stock items.
- Eliminating cylinder disputes due to the paper trail not matching cylinder balances in the system.
- Reducing call backs on all billings and reducing overall days sales outstanding.

With TECSYS, almost immediately Cee Kay Supply was able to improve and streamline their approach to purchasing through automation and effective reporting. Cee Kay Supply kept full control of their margins while moving to a fully centralized purchasing approach despite experiencing massive price increase from key vendors.

Today, TECSYS’ Customer Relationship Management (CRM) tools are being used by sales and management in support of a continuous improvement strategy. TECSYS’ 360 degree view on customer-related data allows for “one-click, real-time” access to:

- Customer contacts (with direct links for instant email)
- Past sales
- Current orders and/or quotes
- Cylinder balances; leased, rented, customer-owned
- Special pricing
- Past due A/R and other A/R statistics, with fax/email capabilities of outstanding invoices
- Collection notes
- Past and scheduled customer activity management (communication of new products, follow-ups, customer visits, etc.)
- Other basic customer data with a link to Google maps for customer visits

“Our managers have greater visibility of low margin transactions, price overrides and discounting. This new visibility of information is fostering a positive culture change within our sales department.”

Ned Lane
President, Cee Kay Supply





“We have replaced manual processes in preparing and distributing data to management and sales and continue to evolve in that direction as we adopt and learn more about the tools that are now available to us.”

Jean Lindsay
Director of Finance, Cee Kay Supply

In regards to A/R collections, Cee Kay Supply wanted a product that would offer excellent tools and collection statistics. With tools that allow for filtering and sorting data to meet the task at hand, sales reps and accounting are able to better prioritize their valuable time.

Seeking to take full advantage of their new enterprise system, Cee Kay Supply is also implementing customer activity management with the TECSYS CRM module and is looking to offer a browser-based customer self-service portal to allow customers secure 24/7 access to information on their A/R, sales history, current orders and quotes.

TECSYS' applications have allowed the finance department to finally resolve financial reporting issues in the following areas:

- Balancing of inventory control accounts through real-time journal postings and matching of inventory receipts to vendor transactions including debit and credit memos received.
- Balancing of the A/R and A/P control accounts to open items.
- Cash drawer management for rapid end-of-day closing and accuracy of deposits.
- Generation of rental billings based on documented evidence of cylinder transactions.
- Generation of financial statements and other financial metrics to monitor the overall health of the company in different areas.

Costly cylinder audits have been fully eliminated now that the reporting of asset balances is based on physical and documented evidence, which can be easily shared with their customers and regulatory bodies. The traceability of Cee Kay's electronic transactions, many of which involve chemicals that fall under radar of Homeland Security in the U.S., allow for a full cradle-to-grave reporting of the movement of dangerous substances within the industry.

On the topic of security, Cee Kay Supply's IT Director, Dave Healzer, has implemented an IT security strategy that tightly controls access to TECSYS' applications as well as Cee Kay Supply's business data. TECSYS' role-based, access control lists support the concept of a 'least privilege' whereby authenticated users are granted access solely to those applications required for them to perform their job function.

“We are able to totally control what users can do to the extent that we decide what someone can see on their screen.”

Dave Healzer
IT Director, Cee Kay Supply

Discovering the difference at Cee Kay Supply is to witness a company that strives on delivering value to their customers while keeping control of their margins and addressing operational inefficiencies. Demonstrating leadership in adopting new technologies, Cee Kay Supply is making a difference in the Gas and Welding Supply Industry as they have lead the way to a new choice in enterprise software; TECSYS' EliteSeries supply chain management solutions.

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