



INFORMATION SYSTEMS

A Reynolds and Reynolds Company

CASE STUDY

The Power Behind Profitability

CRC Brings Improved Efficiency and Cost Savings To 90 Year Old Printing Company

Lockwood Company, Inc. (Lockwood) is an 90 year old, \$4.5 million printing company specializing in providing county governments with world class business solutions from business cards and letterhead to checks, forms, and election materials. Since implementing CRC in early 2000, Lockwood has realized a significant return on investment throughout all areas of the company, resulting in approximate annual savings of \$40,000.

Prior to CRC, Lockwood spent a significant amount of time re-entering data and manually verifying information that their previous system was providing. "We looked at a number of other systems including Hagen, Logic, BFE, and Pace. But with its extraordinary functionality and reporting capabilities, CRC was far superior to anything else we looked at," recalls Lockwood Secretary/Treasurer Jim Wietharn.

By eliminating redundant entry and creating a more automated workflow, CRC has allowed Lockwood to maintain high levels of customer service and improve turnaround times while actually reducing costs. "We used to waste valuable time taking manual counts of materials that we knew we had on hand but for which our old system was showing negative amounts." After implementing CRC, Wietharn reports a 150% improvement in their inventory management. "We now also have complete confidence in the accuracy of the data, which has eliminated the need to manually verify on-hand quantities on a regular basis. In my twenty years with Lockwood, I have never seen our on-hand reporting as accurate as it is with CRC."

Significant improvements were also realized in the payroll department. "Payroll was becoming so time consuming that we were considering outsourcing the process," recounts Wietharn. "However, after implementing CRC we have been able to reduce processing time by over 75% to about twenty minutes for our weekly pay period." Similar results have been achieved in order entry, as one person has been able to enter as many as 80 orders per day during their peak season – a task that required as many as three people prior to CRC.

Sales Representative Mike Nigus faced a difficult challenge when he joined Lockwood in late 2001. "My goal was to stabilize sales and get them back on track with last year's levels," explains Nigus. Mike was able to realize this goal in just a few short months by utilizing CRC's Sales Analysis reports to forecast sales and monitor his customers' needs. "Most sales reps rely on their customers to let them know when they need to purchase more materials," explains Nigus. "By reviewing CRC's Sales Analysis reports on a regular basis, I am able to accurately determine when each customer should be buying from me and plan my calls and meetings accordingly. Customers are impressed with our timeliness and appreciate the fact that we are looking out for them. Thanks to CRC I have often made sales that I may have lost because I would have never known that the need existed."

CRC has allowed Lockwood to reduce administrative costs, more effectively manage their raw material inventory, and stabilize and even increase sales in a challenging economic climate. "After we signed on with CRC, I lost some sleep worrying about whether or not we made the right choice," admits Jim Wietharn. "However, two years later I can honestly say that I would highly recommend CRC to anyone. The benefits and cost savings are there, and I know that we made the right decision."

\$40,000

Annual Cost Savings Since Adding CRC

"I would highly recommend CRC to anyone. The benefits and cost savings are there, and I know that we made the right decision."

*Jim Wietharn
Secretary / Treasurer
Lockwood Company, Inc.*

To See How CRC Information Systems Can Help Power Your Profitability

Call:
1.877.7.GET.CRC

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www.CRCinfosys.com