



TECH PAVILION EXHIBITORS

THE TIME IS NOW TO EXPLORE NEW CRM AND ERP OPTIONS

All signs are pointing to another strong year ahead in 2017 (just ask economist Alan Beaulieu) for the construction industry, which makes this a perfect time for distributors to review their ERP, CRM and related back-office systems. As online and mobile-based sales change the transactional model, the time is now for technology investments. That means this year's STAFDA Tech & Consultants pavilions will be busy destinations. As you enter the Trade Show hall, the Tech Pavilion will be on your left and the Consultants Pavilion will be on your right. The following are some of the companies you can expect to see this year, however, please check at the convention for a complete listing.

DISTRIBUTION ONE ▶ LARRY WARD

WWW.DISTONE.COM



Delivering innovation and integrity for 20 years, Distribution One has successfully helped hundreds of specialty tool businesses drive profitability through streamlined operations, reduced costs and efficient warehouse performance. An industry-leading developer of customer-focused ERP software, Distribution One stands as an ideal choice for large and mid-sized wholesalers and distributors looking to



strengthen their competitive edge through proven technology.

A true turnkey software solution, ERP-ONE increases productivity through every step of your business process from order entry, invoicing and purchasing to inventory and warehouse management and general ledger activities. ERP-ONE also provides features like QC tracking, RF scanning, Vendor Managed Inventory (VMI), lot control, mobile apps and supplemental components like Electronic Data Interchange (EDI) and Application Program Interface (API).

"We've made it a priority to give distributors every modern tool possible so their businesses can keep pace with technological progress," says Larry Ward, president and co-founder of Distribution One. "We've also designed ERP-ONE to scale with each customer. Its interconnected applications provide the same superior data access and productivity regardless of the number of users."

"From the start, Distribution One partners with every customer to ensure a smooth transition and create a continued avenue for sharing information that initiates ideas for valuable enhancements," Ward adds. "Our process-based ERP-ONE software training is applied directly to your business model and is offered on-site or via webinar. Our team of ERP professionals provides live US-based customer service to 8,000-plus users worldwide."

MINCRON ▶ BRENT TIPPETT

WWW.MINCRON.COM



"Mincron is singularly focused on developing and delivering powerful software solutions that not only meet, but anticipate, the specific needs of distributors in building and construction-related industries," begins Brent Tippett, Mincron sales director. "These solutions are backed up by a 'Service First' philosophy, which puts customers at the forefront of everything we do."

"At the core of our SmartWare solutions is Smart-Distributor, a complete ERP solution that serves as the virtual command center for all facets of your business."

Its workbench-like design and point-and-click navigation offer the tools to manage, monitor and analyze business operations. The Windows-based interface gives users a one-screen view of customer and product details, inventory status, orders, contracts and bids. This helps



distributors improve productivity and efficiency, increase sales, reduce costs, enhance customer service — and boost profitability.

"Mincron's product development, implementation and customer service teams get you started on the right foot with a smooth implementation and training process," Tippett states. "Customers are not just a number at Mincron; each is assigned a dedicated support team that builds a relationship with you. Their response time is measured in minutes and hours — not days or weeks."

Mincron, part of the KCS Group, has 16,000 active users in 1,700 locations throughout North America that distribute \$18 billion of hard goods annually.

SALES-I ▶ ERIC SULLIVAN

WWW.SALES-I.COM



Award-winning sales performance software, sales-i was created to remove the typical "scatter gun" approach of many salespeople, level the sales playing field and make every account call more personal and profitable.

"With sales-i, sales professionals can clearly identify and target high-quality opportunities within their current customer base," says Eric Sullivan, sales manager. "Equipped with customer buying behavior alerts, you can make insightful, personalized, quick business decisions, realizing repeat sales, reduced customer churn and maximized profit margins as a result. Eliminating the time, cost and complexity of accessing and analyzing valuable business data, sales-i reports, monitors and presents business data in an actionable, efficient format for any business."

"Integrating seamlessly with your existing ERP system, sales-i removes the reliance on manual data analysis, spreadsheets and notes. Our intuitive sales performance solution empowers salespeople with instant alerts to any changes in customer behavior and the ability to drill down to a granular level of detail in a few clicks to identify top-selling products, additional selling opportunities, worst performing product groups and more. sales-i automatically tracks your customers too, telling you what they bought last, what they haven't bought and, more importantly, what they *should* be buying."

sales-i is now used by businesses of all sizes to maximize the efficiency of their operations and is accessible on any device with an Internet connection.

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POINT OF RENTAL ▶ GREG BENNETT



WWW.POINT-OF-RENTAL.COM



Founded in 1983, Point of Rental Software is a premier provider of intuitive, scalable rental and inventory management software to more than 5,000 companies worldwide. As one of the largest software providers in the world, Point of Rental's award-winning products are designed to streamline entire businesses by automating and integrating complex processes, improve accuracy and efficiency in operations, reduce inventory loss, increase profitability and help businesses offer unparalleled customer service.

Point of Rental Elite delivers a customized ERP software that calibrates powerful technology tools to your specifications. Point of Rental Expert is a full-featured rental and inventory management software optimizing complex operations, and Point of Rental Essentials is a cloud-based software that provides straightforward asset management accessible anywhere.

Point of Rental's ERP software, Rental Elite, is designed for the world's largest corporations as well as progressive businesses looking for customized programming," explains Greg Bennett, vice president of sales. "Scalable for any size company, this inventory management software incorporates latest technologies and fully integrates with other applications that businesses rely on, such as SmartEquip, AEMP Telematics, Rouse Analytics, Salesforce, DocuSign and MicroSoft CRM.

"In addition, by marrying Microsoft Dynamics ERP software with Point of Rental's ERP solution, Rental Elite leverages the full power of Microsoft Dynamics for business analytics and accounting."

UNDERWRITERS LABORATORIES ▶ TOM WALKER



WWW.UL.COM



A transition is underway in the tool industry. The legacy UL 60745 series of standards are giving way to a new series: UL 62841. This transition means more than simply a new standard number; it means keeping current with market needs to cover new requirements affecting hand-held tools, transportable tools and lawn and garden machinery.

"As lithium-ion cells and the battery systems technology used in tools continue to develop, so do the potential safety risks. Ensuring the battery pack, battery charger and tool work together as a complete system is critical," says Tom Walker, business development manager at UL.

New higher battery voltages are being developed and used in tools that were once gas-powered or cord-connected. Currently, the maximum rated voltage for a battery-operated tool and its battery packs is 75 VDC. A current proposal would increase the voltage to 250 VDC. This proposal is associated with some changes that may require further testing and new markings.

Additionally, UL evaluates the electronic circuits that provide safety-critical functions in tools. Evaluations use multiple options to help ensure that the circuits are reliable and not susceptible to loss of safety-critical functions.

"With all these impending changes, as well as additional changes in the works to the Tool Standards, UL is working to ensure we are supporting our clients' initiatives to keep safe and compliant products in the marketplace during and after Standard revisions," adds Walker.

DYNAMACS SOFTWARE ▶ APRIL SLEPIAN



WWW.DYNAMACS.COM



To operate at maximum efficiency, manufacturers' sales agencies rely on accurate, up-to-date sales and commission data that's accessible anytime, anywhere. Without the right software, agencies are operating with limited information and at a competitive disadvantage.

dynaMACS software is designed specifically for manufacturer's reps. With dynaMACS, agencies have a fast, flexible and reliable way of managing sales and commission data, for fast and easy sales analysis, commission tracking and viewing trends.

"dynaMACS is easy to use, but incredibly powerful. It transforms unorganized sales and commission data into useful information for a 360-degree view of agency performance," says April Slepian, operations director for dynaMACS.

Some of dynaMACS' key features include:

Sales IQ enables agencies to instantly view information

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DX WEB ▶ JOEL RHOME



WWW.DXWEB.NET



What does your business need to grow? Whether it's a full-service software solution, or an e-commerce website designed and developed to your needs, DX Web provides enterprise, secure, custom and lightning-fast cloud-based solutions.

Since 2003, DX Web has created custom, cloud-based software and e-commerce solutions for a variety of industries. Marketing and software development expertise paired with clients' expertise in their industry allows DX Web to produce software that is exactly what their customers need.

"We are experts at what we do, you are experts at what you do. Let's do something together!" says Joel Rhome, president of DX Web, LLC. "This methodology provides clients with software that reflects their businesses models and workflows the way they have designed them."

With software that mirrors the way your employees work and think, they will be able to do more in less time.

"We can automate tasks that out-of-the-box software doesn't think to, such as automated CRM data collecting and Amazon auto-pricing. In most cases, this results in 20-plus hours being saved every week."

DX Web's developers each have their specific area of expertise, and are based in Gainesville, Florida.

"Good communication is the root of efficiency, so when hiring, we look for developers who can listen, learn, and communicate clearly," Rhome adds. "DX Web has integrated with a variety of software platforms including ERP software and online marketplaces including Amazon and Google Shopping. We have also developed mobile apps, which integrate with our software to provide end to end solutions for business and consumer."

MC SERVICES ▶ JIM CERRONI



WWW.MCSERVICES.COM

Founded in 1995, MC Services is a professional consulting and development firm dedicated to helping

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"48WS is a proud fifth-year exhibitor at the STAFDA Tech Fair. Visit any time during the fair for a free consultation and begin to spark your sales growth immediately. We know your time is valuable so we will happily block a private appointment for you."

DDI SYSTEM ▶ ADAM WALLER



WWW.DDISYSTEM.COM



"DDI System's Inform ERP Software optimizes distribution operations — creating lean inventories, managing financials, delivering performance analytics and more," begins Adam Waller, president and founder of DDI System. "Inform is also the only ERP solution with advanced customer relationship management (CRM) functionality embedded throughout the software. This approach keeps customers coming back, increasing sales and strengthening your profitability."

Better Communication — Detailed calendaring manages opportunities and connects your entire team. Impress your customers with an immediate follow up from a linked sales order. Eliminate missed sales opportunities, gain the ability to send proactive marketing and never miss a future task again.

Embedded CRM — Inform ERP's CRM tools keep the needs of your customers immediately available. Built-in prospect designations and customer notes give your team the ability to service your customers at a higher level, building the relationships needed to develop loyalty in today's world of online buying.

Online Storefront — Real-time, integrated e-commerce that adds comfort to online buying and provides added value with a customer information portal. Your customers can save shopping lists, pay invoices, review sales history and receive real-time customer specific pricing and inventory levels.

Manage your distribution operations, gain accuracies, reduce costs and eliminate missed sales opportunities. "This is just the beginning of what DDI's Inform allows your team to do. Intuitive screens, streamlined workflows, and putting your customers first and foremost for your entire team — for over 20 years, DDI System has helped hundreds of distributors achieve more."



such as sales, commissions and performance data with a few keystrokes. Users can sort by customer, manufacturer or sales rep.

eSi processes electronic files (like excel spreadsheets) provided by the manufacturer, saving hours, even weeks, by eliminating manual data entry.

dynaMACS Mobile empowers sales reps to access current data on their territory from home, at the office or on the road.

Report Generator instantly converts raw sales and commission data into meaningful information.

Cloud Processing means that agency data is secure, always backed up and easily accessed from anywhere.

"Equally important, we take customer service seriously," Slepian says. "When customers call, they don't get voicemail. They don't have to wait for a call-back or fill out an online form, then wait to get help. They talk to a real person."

BLUEVOLT ▶ DOUGLAS GASTICH



WWW.BLUEVOLT.COM



BlueVolt is the leader in helping manufacturers and distributors increase sales and build brand awareness through e-learning.

"Our e-learning platform directly integrates manufacturers who produce the product training straight to distributors who carry the products," explains Douglas Gastich, Bluevolt CEO. "We have an extended network of more than 500 suppliers, distributors and associations — with a range of courses to train everyone in the organization, from product training for the counter salesperson, to on-boarding the new hire, to safety and compliance for the warehouse workers."

The Bluevolt platform can scale for global organizations serving millions of learners, supporting 14 different languages. With more than 14 years serving the skilled trades, Bluevolt solutions (including custom course development and training program support) address the unique needs of this industry.

"Bluevolt's key functionalities and features include course sharing within the ecosystem of 500-plus suppliers, distributors and associations, an existing library of product training courses and a mobile-optimized platform compatible with variety of devices," Gastich adds. "We offer reporting, integration with ILT and classroom training, integration with HR systems and training tracks."

Bluevolt also offers a library of OSHA, compliance, career development courses, certifications and badging. The typical Bluevolt customer business size ranges from 200 to 10,000 employees. In addition, the Bluevolt system offers a cloud-based solution with global, unlimited scalability.

48WS ▶ DAN TSUJIOKA



WWW.48WS.COM



Don't let your company be the best kept secret out there! Your competition is recruiting 16 percent of their new customers from their online marketing strategy. This is not drop-ship business but rather will-call area contractors who are researching their purchases from their desk. Why keep allowing them to purchase elsewhere? We will have them walking through **your** door.

"48WS has such a proven track record of growing construction supply companies just like yours that we can offer STAFDA members a *guaranteed growth* in sales starting at just \$10 per day," states Dan Tsujioka, 48WS co-founder. "Sounds too good to be true? Absolutely not! Let us show you how."

"48WS offers comprehensive marketing tools specifically for the industrial distributor and construction supplier. Through means of print catalogs, targeted e-mail marketing campaigns, website design and updates, data supply, and more than 60 years of construction industry executive sales and marketing experience, we provide our customers a personalized plan that we guarantee will grow sales at a significant and measurable pace."



your business eliminate IT inefficiencies. MC Services specializes in:

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- Sales TrackR app for your sales force

"At MC Services, we pride ourselves on using technology to develop innovative solutions and embrace change in an ever-evolving industry," says Jim Ceroni, national sales manager. "We have earned the trust of clients in many types of industries from Fortune 500 companies to family-owned businesses. We have certified engineers and trainers and our company won the 2016 FileMaker Excellence award."

TELENOTES ▶ TOM METCALF

telenotes
CRM Made Simple

WWW.TELENOTES.COM



"You invest in field sales professionals to gather business intelligence, build customer relationships and drive revenue, says Tom Metcalf, president and CEO of Telenotes. "Anything that takes away from those three key purposes is busy work and costs you money."

Typical CRMs today do four things very well:

- 1 Kill sales people's morale and momentum
- 2 Burden salespeople with data entry clerical tasks
- 3 Provide little value to the sales rep
- 4 Give management left-over, minimal and usually meaningless information

Telenotes is not typical, and does six things very well:

- 1 Minimize administrative and clerical tasks
- 2 Allow sales reps to spend more time with customers and prospects
- 3 Acts as a personal assistant to help reps stay focused and on task
- 4 Provide management with unprecedented visibility into sales rep activity

- 5 Enable sales managers to coach from the sideline, rather from the locker room
- 6 Increase return on investment for field salespeople

"Show me a sales rep who is good at data entry, and I'll show you who should be your next in-office employee," Metcalf states. "Show me a sales rep who is good with customers and closing deals, and I'll show you someone who needs the right tools to help him/her stay in the field and not behind a desk."

Telenotes was built by sales reps, for sales reps, to increase face-to-face selling time and eliminate time-wasting clerical tasks — all while giving management a front-row seat to assist in sales growth.

EPICOR ▶ SANJAY KUMAR

EPICOR.

WWW.EPICOR.COM

The internet has already displaced face-to-face interactions at the front of the sales funnel and in many cases, customers have already made a selection by the time they speak to a salesperson, making e-commerce strategically important to a business' growth strategy.

"Today, e-commerce is more than adding an online store to a website," says Sanjay Kumar, vice president, product management, Epicor. "Rather, it has become a powerful functionality that supports key business goals for today's digital distributor such as increased productivity, growth, and differentiation."

Epicor's newest solution, Epicor Commerce Connect (ECC), is now available with Epicor Prophet 21 as part of its strategy to digitalize today's distributors and wholesalers. ECC for Prophet 21 is a robust cloud-based platform that enables customers to develop unique websites quickly and manage them easily — providing the necessary tools to empower today's distributor to deliver a strong customer experience throughout the typical order lifecycle.

"The platform extends Epicor Prophet 21 with a tightly integrated e-commerce business solution, with all information mastered from the enterprise resource planning (ERP) system, providing users a complete set of B2B and B2C tools that are ready to be deployed quickly," Kumar states. "It is based on the Magento open-source platform, giving users future flexibility to add new capabilities and apps from the Magento Marketplace as they grow without being locked into one vendor's ecosystem."

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SPEARTEK
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WWW.SPEARTEK.COM

Speartek is one of the only firms that specializes in B2B e-commerce and has experience in the industrial products market.

"Technology is quickly becoming the growth advantage of many B2B companies that sell their products wholesale or through distribution," says Derek Griffin, Speartek president. "That technology edge allows them to serve their clients better and scale the business without a proportional growth in administrative infrastructure and associated costs."

Speartek helps companies that want to enable online ordering for their customer base and then have those orders integrate into the accounting and ERP systems that run those businesses. This bypasses the customer service data entry black hole, saving time and eliminating errors.

"Speartek is a powerful e-commerce platform that enables our clients to have complete control over their web presence. We also design the site and bring professionalism to our client's brand and product merchandising."

Speartek's B2B e-commerce platform centers around the unique rules for online ordering. For example, it supports multiple levels of pricing based on the customer level or group. It can also enforce minimum quantity or incremental quantity ordering by SKU and have a variety of checkout methods such as purchase order, cost center and credit card — all based on the user's login. **CS**

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