

CUSTOMER SUCCESS

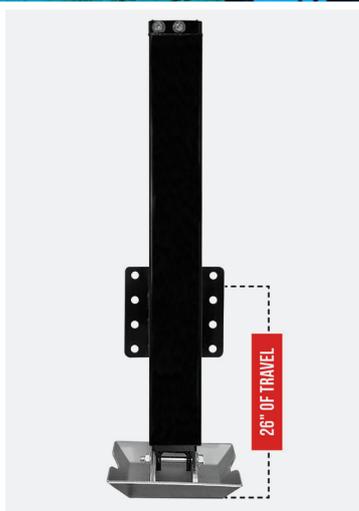
MEET Stillwell

Who: Stillwell Jacks

What: Hydraulic trailer jack manufacturer

Where: Burnsville, MN

Web: www.stillwelljacks.com



Founded in 2006, US-based Stillwell Jacks is a company with one goal – to provide its customers with the very best quality and innovative hydraulic jacks for their industry. Recognized for its exceptional quality products, using cutting-edge raw materials, and supported by a skilled and professional team of engineers and technicians, Stillwell delivers – every time. Each individual jack is designed, manufactured, and tested to meet the demands of real working conditions, built to meet and exceed the expectations of any business owner and operator.

To achieve their goals, the company partnered with leading engineers from around the world to design and manufacturer hydraulic seals, cylinders, and parts for industry leaders in agriculture, earthmoving equipment and automotive. Built to

last, Stillwell produces some of the fastest and most affordable hydraulic jacks in the world, able to work in extreme environments on nearly any trailer, all backed by a 2-year warranty.

CHALLENGE

With a fast-growing business and delivering finished products all across the county, the team at Stillwell quickly realized they needed to ramp-up their overall operations and could no longer rely on their business accounting software package. "We started out using QuickBooks on the accounting side, but we didn't have a system in place for manufacturing and order tracking," said Zac Stillwell, VP of Operations. Zac went on to explain how they had to print customer orders and then, ensure that they didn't get lost in a pile of paperwork. "We worked completely based on memory," he added. "In fact, we struggled with keeping track of our orders, and misplacing them, could mean costly delays and potentially unsatisfied customers."

Zac and the management team got together to discuss possible alternatives to replace their legacy software that could no longer keep up, let alone, serve their procurement, manufacturing, sales and customer service needs. "We knew that we could not continue to manage our growth without a comprehensive system," said Zac.

Scanning the market for a reliable business management system was no easy task. Diving into a long term, costly, and potentially complex project, could only be achieved if everyone in the company was on board. Leading the team, Zac was familiar with the advantages of an ERP system and how a single, company-wide, cross-functional platform, could be successfully implemented. "Clearly, ERP was the next logical step," said Zac. "In this industry, we're constantly developing new and improved products to better serve our growing customer base," he added. "But we're also undertaking new technologies, so we can attract new customers with a more powerful, more reliable product line."

SOLUTION

After meeting with several ERP vendors and given the opportunity to demo some of the systems, Stillwell Jacks chose Priority ERP. "We knew we needed an open, flexible, and scalable ERP system that could grow as our business grows. Priority quickly convinced us that they were the right choice – and more importantly, that Priority's modules and functionality were a perfect fit to meet our immediate needs," said Zac.

After working alongside Priority's project implementation team, a thorough onboarding, implementation, and user training program were put into place. "We were ready for a long and exhausting process, which is often the case when implementing an ERP system. But the Priority team were exceptionally quick and professional, which meant little to no system downtime," said Zac.

When we asked Zac about the onboarding process for Stillwell employees, his response said it all. "Implementation was quite easy because we're still a relatively small business. But scaling Priority ERP to a larger company would be just as easy, because the process's inputs are straightforward and are delivered in manageable size steps. Our employees, all new Priority users, adapted relatively quickly, too. The user interface is simple, really intuitive, and once you understand the basics, it's easy to become proficient in many areas of the system," said Zac. "What's more, if users are comfortable with computer software programs and can learn the basics of working in Priority, they can be working on their own in short order. This is a tremendous benefit."



RESULTS

Having worked with Priority ERP throughout all of its departments, the Stillwell team quickly experienced what they called "the real deal" when it came to streamlining their manufacturing processes. "With Priority, we now have a system that lets us enter the orders on the front-end and drive the actions throughout the rest of our business operations. Simply put, manufacturing knows what to build and when it's due. Similarly, purchasing knows what to buy, and our management has visibility to all of our finances – in real time. We've never had so much information available to us – and it's changed the way we work!" said Zac.

Stillwell Jacks has grown considerably over the last year and they attribute this growth to implementing Priority ERP across the board. They report that with Priority managing every facet of their operation, they are able to take on many more orders, up to 30% more because, according to Zac, "Single-handedly, Priority's taken the manual management out of running the business. We can do a lot more with less. The time saved by using Priority, allows us to book, build, and ship more orders."

Zac also commented on customizing the system to meet their needs. They were able to make changes to the system along the way and actually personalize it, attributing the system's ease of use to being well trained by the Priority team. "There wasn't anything we couldn't handle ourselves," said Zac. "Changing the interface, editing reports, and creating queries, were all very quick and easy to do. This really allowed the system to work for us," he added.

Not only did Priority ERP help transform Stillwell's business management inside the organization, they reported accelerated delivery time and, "That makes our customers happy," said Zac. "Our suppliers now get clear signals when we need to buy material and here in the office, our paperwork stays organized and is consistent, which makes working with larger customers so much easier. More importantly, we now have a consistent and professional appearance to our customers and suppliers. We've been able to eliminate the overhead time of many routine tasks and can focus our efforts on sales and operations – and that's all due to Priority!"

We asked Zac about Stillwell's plans for the future. "We've identified our next module expansion and are eager to get started on it," he replied. "I know that adding the shipping interface, something that Priority offers via an open API, will save us a lot of time and reduce possibilities of errors. Truth is, we can't wait to see what's next for Stillwell and Priority ERP."

"PRIORITY'S TAKEN THE MANUAL MANAGEMENT OUT OF RUNNING THE BUSINESS. WE CAN DO A LOT MORE WITH LESS. THE TIME SAVED BY USING PRIORITY, ALLOWS US TO BOOK, BUILD, AND SHIP MORE ORDERS."

Zac Stillwell, VP of Operations