

## What Would You Do With 40% More Time?

How often have you wished for one more day in the week or a few more hours in the day?

Belinda Jefferson, president of Hercules & Hercules, Inc. in Detroit, Mich. is no exception to longing for more time. But in 2009, she took action that helped her, and her employees, recapture at least 40% of their day.

What was that action? It was installing DDI's **inform** software ... a decision that was not made lightly, nor quickly. Her company had operated with Stanpak for nearly five years, and Jefferson wanted to make sure the next operating system would easily meet all the company's current and future needs.

"I did exhaustive research before deciding on DDI," confesses Jefferson. "In fact, I researched for over a year. I knew where we wanted to go as a company and what we needed to get there. Going with DDI was the best decision I ever made for this business."

### Win-Win for Company and Customers

As a solutions provider, Hercules & Hercules prides itself on keeping all its employees abreast of new products and creative solutions for its customers.

The ability to immediately access all pertinent information about specific products is just one example of the powerful capabilities of DDI's **inform** according to Taneisha Mackey, senior sales administrator for Hercules & Hercules. Mackey estimates DDI's **inform** has saved her countless hours, enabling her to complete most of her daily activities in half the time it took with the company's previous operating systems.

### Accounting Department Excels

In addition to customer consultation benefits, the DDI System has streamlined the accounting department. "We saw the positive impact of DDI almost immediately across the board," points out Jefferson, "but I think we saw the biggest impact in our accounting department."



NISSCO member Belinda Jefferson, president of Hercules & Hercules, Inc. in Detroit, Mich. streamlined operations with DDI.

With the easy-to-use, windows-based format, DDI makes fulfilling requests such as sending a duplicate invoice a one-click effort.

"I cannot say enough good things about DDI," continues Jefferson. "Invoicing goes out the same day, which was impossible with previous systems. Accounting is all in real time and everything is more efficient."

### Phasing in CRM

The company is still discovering the capabilities of DDI's customer relationship management module. The module incorporates all the most sought-after capabilities for building customer relationships and growing the business.

# inform

Jefferson adds that her goal is to fully use the system's Smartphone Sync for accessing and uploading customer information while on the road. That

way she has complete access to vital information such as item availability, current pricing, and can even email a customer a document through the DDI attachment library.

Hercules & Hercules used its recaptured time to expand its marketing efforts and streamline its inventory. Extra time has also enabled them to identify non-moving stock and make their inventory more profitable. Imagine the growth you can achieve after installing the right business management software.

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*Distributors can see the many benefits of the **inform** software and its fully integrated e-commerce solution at [ddisys.com](http://ddisys.com) or by calling DDI System for a demonstration at 1-877-599-4334.*

