



(800) 657-3344

www.SYSERA.net



**CUSTOMER:**

Western Rubber & Supply, Inc.  
Livermore, CA  
www.westernrubber.com

**INDUSTRY:**

Standard and Custom  
Components Supplier  
Locations: 1  
Employees: 16  
Size: \$5 – 10 million

Users on Sage Accpac ERP: 15



**SUCCESS STORY**

### *Sysera Helps Manufacturer Go Paperless*

Until recently, Western Rubber & Supply used an awful lot of paper. Although the company had been on Sage Accpac ERP software for years, reports were still printed out on paper. So were customer purchase orders, pick tickets, invoices, and more.

The company was growing, and Donna Brewer, operations manager, knew there had to be a better solution. She called Sysera, her Sage Software authorized partner, who recommended upgrading the software, installing more reliable servers, adding a CRM system, and implementing custom reports. The goal was to improve efficiency and accuracy by changing their work flow from one requiring a substantial amount of paper and data management to one that automated and simplified the workflow.

**ENVIRONMENTALLY FRIENDLY**

Donna agreed, and Western Rubber now has a powerful new electronic Sage Accpac ERP solution. "We still have to use paper in shipments," Donna comments. "But we've eliminated the paper chase, and are now running much more efficiently."

Sage Accpac ERP monitors material purchases as they are placed, and when they arrive at the plant. WRS uses paper job travelers to track the progress of production orders and also to ensure each job is manufactured using the same time tested process. Workers log time and materials, and numbers are double-checked by the quality department. An assembly is then performed in accounting to decrement raw materials, and simultaneously increase the finished

CHALLENGE:	SOLUTION:	RESULTS:
Increase operational efficiency by reducing the complexity built into the existing paper-based system.	Upgrade Sage Accpac ERP and servers; implement SageCRM, Icinity eCommerce, PrintBoss and custom reports designed by Sysera.	The efficient, scalable, process-oriented system has helped WRS reduce production lead times, reduce inventory on hand and improve order accuracy.



*“The new efficiencies and scalability found in the system have enabled WRS to grow at a double-digit pace without the need to hire additional staff.”*

— Donna Brewer  
Western Rubber & Supply, Inc.



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7600 Dublin Blvd, Suite 215  
Dublin, CA 94568

[info@sysera.net](mailto:info@sysera.net)

part inventory – all electronically. Increased accuracy has reduced merchandise returns by a healthy 20 percent, improved production times, reduced inventory on hand and improved order accuracy.

As part of WRS's quality-oriented process, customer purchase orders are entered into Sage Accpac as work orders, double-checked for accuracy and then stored electronically for future reference. “We’ve eliminated all of the stapling, printing and filing, which streamlined our work load,” says Donna. The new efficiencies and scalability found in the system have enabled WRS to grow at a double-digit pace without the need to hire additional staff.

#### QUICK ONLINE ORDERING

With a new web store and integrated credit card processing from Iciniti, online orders flow seamlessly into Sage Accpac. Beginning with an online customer order, the end-to-end solution is now able to verify credit card billing addresses, perform authorizations, hold charges open until orders ship, and then perform one-step processing with the bank.

“We used to create credit card order slips by hand for bank processing,” Donna remarks.

“Now orders are batched automatically. We hit the send button, receive a report, and can easily reconcile every day. It’s very clean, and we always know exactly where we stand.”

#### CUTTING INVENTORY COSTS

Maintaining proper inventory levels was difficult before. Donna describes reordering as “a shot in the dark,” based primarily on what had been done in previous years. “When inventory carrying costs are nearly 20 percent, it’s essential that you maintain on hand only what’s actually required,” she explains.

Thanks to Sysera’s successful upgrade of Sage Accpac ERP, Western Rubber now has an automated real-time inventory system. Maximum and minimum levels are set in the

inventory module. Alerts go out automatically when it’s time to reorder. “We receive a daily report, and can easily do projections for what we’ll need to buy in the next several months,” says Donna. “With the visibility we now have, we’re better able to manage inventory, which directly impacts cash flow.” She also appreciates the fact that the new software streamlined their processes enough so as to make the production, receiving and shipping departments virtually self-sufficient, resulting in increased inventory accuracy and shorter lead times.

#### CREATIVE USE OF CRM

The new Sage CRM module has become a central depository for quotes, worksheets, drawings and customer communications. “Custom orders still are retyped into the system, since they require additional steps in inventory control. However Sage CRM makes it much easier for any member of the WRS sales team to serve our customers because all of the relevant information is at our fingertips,” Donna says. “We like the space Sage CRM gives us for taking notes, too.”

#### GETTING A LIFE

Western Rubber is happy with its consultant. “It’s hard to say enough good things about Sysera,” she comments. “They know Sage Accpac inside and out, understand our needs, and help us achieve what we want at a reasonable cost. If we give them a wish list, they never say no. In fact, we have yet to throw out a challenge, either business- or computer-related, they couldn’t solve.”

When asked about the benefits of partnering with Sysera, Donna laughs. “My husband says he can see our coffee table again, because I’m not bringing work home every night. With Sysera’s help I am now able to spend less time managing orders and more time with my family.”