

PROFILE

A P Y A C L I E N T T E S T I M O N I A L

Food for Thought: PYA Turns Disaster into Opportunity for Arthur Roger & Associates

Changing Needs Requires Changing Systems

Every business has unique requirements, especially one that is both a food importer and a food broker for well known principals around the world including Australia, Israel, Thailand, South Africa, and Greece.

Arthur Roger & Associates imports and represents both private and trademark labels such as TROPIC™, AUSTRAL™, KON-TIKI™, and BANQUET™. "Importing goods from around the world requires tremendous coordination," explains President Roger Guglia. "As an importer, we work with multiple currencies and unique transit times. As a broker, we constantly analyze and evaluate commission and volume rebate programs. The food industry in Canada is growing and evolving. And so is our role as a broker in the food marketplace. We are the 'local sales agent', and we must be technologically positioned to offer the best service and information to our principals."

In 1996, Roger Guglia, along with Vice President Benoit Guglia, and Controller Helene Laframboise, realized their existing computer system was insufficient, and so began to research the computer software market. Their existing system was insufficient. "We needed advanced functionality like traffic control, volume rebates and promotional programs," remarks Roger Guglia. "Our company has grown tremendously over the last 25 years and so have our customers' needs. To continue expanding our business we needed sophisticated tools that could better manage inventory levels and improve customer service at the same time."

When Arthur Roger & Associates first met with



Top left to right: Roger Guglia, President; Benoit Guglia, VP Merchandising; Daniel Parent, VP Sales - Seated: H el ene Laframboise, Controller

PYA, they were very impressed with the company's approach, and also with the comprehensive FACTS system – a fully integrated asset management, inventory control and accounting software package based on the principles of Gordon Graham, a renowned expert in the distribution industry. "We liked what we saw in more ways than one," recalls Laframboise. "We clearly needed software that could handle our changing needs. But more importantly we insisted on working with a software company that provides full support - 24 hours a day, seven days a week, 365 days a year. We were searching for a 'complete' package."

Unexpected Circumstances Warrant Immediate Action

On October 20, 1996 the computer hard disk at Arthur Roger & Associates crashed. They had been running customized software provided by an independent software house on IBM® hardware for almost 10 years. IBM worked with Arthur Roger & Associates in an attempt to read the back up tape, so they could restore the data. After one week of effort, IBM discovered that the back up tape was blank. "Losing our computer was a disaster," recalls Laframboise. "We immediately needed a full service organization and a full functioning computer system to help us rebound immediately."



Benoit Guglia and H el ene Laframboise

THE DECISION MAKERS AT ARTHUR ROGER

Disaster Recovery in Action

Within two days of the hard disk crash, Arthur Roger & Associates mandated PYA to help them recover and regain control of their business. PYA immediately assembled a team of dedicated and qualified professionals and developed a plan to install and implement FACTS. "New hardware had to be ordered, employees had to be trained, and business processes had to be reengineered," recounts Laframboise. "It was estimated that the hardware would arrive in approximately one month, so PYA scheduled training at their site and provided us with two of their offices to begin loading our data. They assigned a patient trainer who was available to us at all times. We were under tremendous pressure but PYA quickly earned our confidence and facilitated the task at hand."

Mission Accomplished

Arthur Roger & Associates were up and live on FACTS in a matter of weeks and the system data was fully up to date within two months of the hard disk crash. "Phase one was a complete success," comments Laframboise. "Despite the situation we quickly recovered with the excellent service and support that PYA provided."

Phase One – The Immediate Benefits

According to Laframboise, FACTS' integrated accounting modules helped them tighten the internal accounting procedures and controls. "The FACTS accounting package offers features we never had in the previous system." explains Laframboise. "Activities such as invoicing and sales order entry are now fully automated, which enables our employees to accomplish more in a given day."

According to Benoit Guglia, FACTS' inventory control features are vital to the pulse of their business. "The ability to easily track inventory position, record inventory transactions, and examine inventory turns is extremely important. This information lets us act fast and efficiently move inventory, which is our ultimate goal."

Phase Two – The Next Steps

"We have tremendous confidence in PYA's expertise, products and services," adds Benoit Guglia. "The implementation of phase two will add tremendous value to our system. With features like traffic control, commission tracking and reporting, and co-op and volume rebate reporting we will be able to provide superior service to our customers."

Arthur Roger & Associates may also implement PYA's Executive Information System (EIS), the popular tool for On-Line-Analytical Processing (OLAP) which is built around PowerPlay. "We're always interested in cutting-edge productivity tools like EIS that will allow us to explore and analyze our data and make more informed business decisions," states Benoit Guglia.

The Bottom Line

"PYA has surpassed our expectations," claims



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Benoit Guglia. "When we lost our system data, we were desperate for a quick solution - we could have easily been taken advantage of. Instead, PYA was extremely professional and guided us through a successful and cost-effective implementation in one short month."

As Laframboise explains, "The determining factor in choosing PYA was the people. The initial hand-holding as well as the continuous support we receive from PYA is simply not matched by anyone else in their field!"
