



Snapshot

A mid-sized electrical supply company works with Paradigm Software to customize its accounting software to reduce order processing time by two-thirds as well as increase revenue

Chattanooga Electric Supply Is All Charged Up About Paradigm Software

It wasn't for lack of effort that Bart Woodham, president of Chattanooga Electric Supply in Tennessee, was in the dark about what accounting software to buy to replace the "large box-type" accounting software package his company was outgrowing.

The Challenge

Bart Woodham needed to find an accounting software package that could be customized to meet the specific needs of his growing electrical supply distribution business.

"In distribution you have all kinds of things you need to change in your software to meet your needs," he explains. "But most software companies have a certain way they design their products and you can't make many changes to it."

Bart investigated 10 different companies before he discovered Paradigm Software. Up until Paradigm, none of the companies he researched were able to come close to customizing the software to the degree he needed. In fact, the software accounting company he originally hired directed him to Paradigm after realizing during installation that they could not meet his specific requests.

The Solution

Once Bart Woodham downloaded a trial version of Paradigm Software and asked the company a lot of questions, he saw the light. He soon discovered: "With Paradigm, you can do anything. You can design it to do anything you want."

Even out of the box, Paradigm met many of business needs of Chattanooga Electric Supply. For instance, it was able to accommodate myriad pricing structures, including percentage over cost, set cost and sale price.

Going one step further, Paradigm was able to be customized to account for special pricing for specific customers. Now, when certain customers place an order, the system automatically enters the pricing for that customer.

Bart also worked with Paradigm to accommodate 15 different types of payment terms. One payment type, in particular, has even resulted in significant revenues.

Customers who pay by the 10th of the month receive a discount. For the past two decades, however, customers were required to calculate the discount themselves. Most calculated the discount incorrectly, basing it on the order total, which includes sales tax. Since “you can’t tell a customer, ‘No,’ you’d be surprised at the thousands upon thousands of dollars we lost over the past 20 years.”

Not anymore. Paradigm reformatted the invoice to now display the discount, a feature, says Bart, that has not only paid for the accounting software itself but also has led to ongoing increased revenues.

Bart Woodham also has worked with Paradigm to customize reports so he can evaluate his business from many perspectives. “Paradigm comes with a lot of reports, but every business wants to see it their way. In a matter of a few hours, Paradigm was able to customize reports whichever way we wanted.”

The Opportunity

Bart isn’t the only one who thinks Paradigm Software is a bright idea. His eight employees do as well. He remembers how at first his colleagues were “scared to death” at the thought of automation, but they have found the system “so easy” to use. He also notes that employees who previously had worked at a different supply house compare it very favorably to the “overly elaborate” – and, Bart adds, “astronomically expensive” – software specific to the electrical industry.

Bart estimates that his employees process orders from terminals at his business counter in one-third the time it used to take them to hand-write them.

His wife, who processes 100 or so orders at the end of each workday and does the payroll using ParaPay Payroll, is pleased as well, since she can work from home.

A year after installation, Bart values the fact that the customized software is not only easy to use but also that the customization process was easy as well. He marvels at how simple it was to explain what he needed and then effortlessly download his own version of Paradigm right off the Internet.

For more information on how Paradigm Software can help your field service company operate more efficiently, visit www.goparagon.com, e-mail Bill Curling at bcurling@goparagon.com, or call us at (877) 642-9545.