

CUSTOMER SUCCESS STORY

Walpole Takes North American Fire Hose From Flare-Ups to Fireproof

CUSTOMER

North American Fire Hose Corporation

INDUSTRY

Fire Hose Manufacturing

LOCATION

Santa Maria, CA

OTHER INFO

Founded in 1992
www.nafhc.com

SYSTEM

SAGE MAS 90

Accounting
Order Processing
Purchasing
Inventory Control
Returns Processing
Shipping

sage

Authorized Partner

They say the true test of a product comes when it's needed in a crisis. That's why family-owned North American Fire Hose (NAFH) takes such pride in their work, knowing that lives literally depend on their quality products and reputation for excellence. Founded in 1992 and based in Santa Maria, CA, NAFH has grown steadily and today ships to customers in the U.S. and internationally.

Old System Heating Up

But rapid growth was causing their business software to flare-up. "We were using Sage Business Works and it was a very good program for us," recalls Linda Nash with NAFH. "But we got to a point where we needed more scalable technology to meet our changing needs and keep pace with growth."

"Reporting was one of our biggest problems," Linda says. "I had to export data from Business Works into Excel, and then manually piece together about half-a-dozen very specific reports. That process was taking over 12 man-hours per week." What's more, NAFH was using so many different software applications across various departments—accounting, shipping, returns—that duplicate data entry and error correction were becoming a full-time job.

Working Out the Kinks

NAFH set out to find a business management solution that would not only keep pace with their business, but grow with them. That's when they discovered [Walpole & Co.](#) Based in Santa Barbara and serving small businesses on

the central coast of California. Walpole & Co.'s technology division installs, trains, and supports popular accounting software from Intuit (QuickBooks), Sage, and Microsoft.

"The folks at Walpole talked to us about migrating from Sage Business Works to Sage MAS 90, which offered more flexibility, better technology, and integration across all areas of our business," Linda recalls. Plus, the idea of keeping it in the 'Sage family' was appealing. Linda says, "Moving from one Sage product to another would provide us with a smooth transition without having to manually re-enter several years of historical data."

Walpole Eases the Pressure

"The transition to Sage MAS 90 was really smooth and Walpole was there every step of the way, providing fantastic support and communication," says Linda. Prior to the implementation, Walpole also provided a tremendous amount of planning and business process evaluation which prompted Linda to joke that "Justin, our consultant from Walpole, probably learned more about the process of making a fire hose than he ever thought he would!" Perhaps most important, Linda recalls that the change was totally seamless to their customers. "There were no delayed shipments, no errors in the data, and no customer service reps having to say, 'Sorry about the delay, we're working with a new system.'"

Sage MAS 90 Puts the Fire Out

Today, Linda is happy to report, "Those same reports that took over 12 hours each week are

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- Linda Nash
North American Fire
Hose Corporation

created literally in just a few minutes with MAS 90.” Plus, the reports are generated in real-time and easily updated with the push of a button. She adds, “With our old system, report information was already outdated by the time we closed the books, exported the data, and got everything pulled together in Excel. But now with MAS 90, we know exactly how many lengths of a certain hose we’ve sold, how much material we need for current orders, and have better visibility into future demand so we can stay ahead of the curve.”

Order Entry Flows Like Water

Linda notes that order entry and customer service is like night and day using Sage MAS 90. “Everything is electronic now. We can email invoices, quotes, order acknowledgements, and purchase orders, so we’re saving a bunch of time shuffling paper and going back and forth to the fax machine.” She’s also impressed with the Sage MAS 90 electronic memos, stating, “We can enter comments on each order directly in the system so production has the information right in front of them. They’re not running around looking everywhere for scraps of paper and handwritten notes which can easily get lost.”

Steady Stream of Customer Service

NAFH gets a heavy stream of customer service requests, but things didn’t always run

smoothly. “In the past, we had to track documents down manually which took time away from our customers,” Linda says. But now, NAFH can pull up customer history in MAS 90 and quickly see how much was sold, when it was shipped, and easily place a re-order. “The time we’ve eliminated in thumbing through file folders and pulling documents has resulted in tremendous labor and cost savings.”

Clearing Smoke in the Warehouse

The Sage MAS 90 integrated shipping module has eliminated duplicate data entry and errors that were becoming a five-alarm problem in the warehouse. “Everything is coming from the same central database now so there’s no chance of entering the wrong address or part number,” Linda explains. “We’re now shipping more products in about half the time. In fact, I had one person dedicated full-time to shipping who now spends half his day devoted to other projects because we’re so much more efficient.”

All Geared Up with Walpole

Thanks to Walpole’s guidance and expertise, NAFH is handling growing pains gracefully. Linda says “They introduced us to things we didn’t know were possible, saving us time, energy and money. The next time software and IT challenges sound the alarm, Walpole will be our first call.”

Walpole & Co., LLP - Information Technology Solutions

The Walpole Information Technology Solutions team are experts in providing QuickBooks Enterprise Solutions (QBES), Sage MAS 90, MAS 200, MAS 500, Sage Accpac, and CRM software systems throughout Santa Barbara area and the California Central Coast. For more information visit www.walpoleits.com or call (805) 569-9487.

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