



Genica Corporation

Situation

Genica Corporation is an internet wholesale supplier and discount retailer of computers and peripherals to businesses, resellers, and consumers. Its expertise in purchasing manufacturers' excess inventories, close-outs, and out-of-date products allows it to provide competitive pricing while maintaining profitability. Their customer base has grown substantially since 1994 largely through word-of-mouth. Unlike many online retailers, it owns, stocks, and ships all products it offers for sale.

Working with a Microsoft Business Solutions partner allowed us to create a highly automated accounting information system tailored specifically to our company's needs. They showed us what could be done and worked closely with us in designing and implementing the solution. Most importantly, they did this in a time frame that exceeded our expectations.

Peter Green
Customer Service
Manager
Genica Corporation

Genica Corporation operates two channels of distribution: www.evertek.com (a business-to-business channel that sells to computer dealers worldwide) and www.compgeeks.com (which sells to consumers). The retail division sells to end-users both through its web site and through internet auction sites such as eBay, Yahoo, and uBid. Its multiple sales channels allow it to buy types and quantities of merchandise that exceed the sales capacity of its direct competitors, allowing it to generally receive larger price discounts. Its web sites allow users to view detailed product information, select shipping methods and track orders electronically.

Genica Corporation has grown rapidly, with sales increasing from \$3.5 million in 1994 to \$118 million for the year ended December 31, 2002. It has been profitable throughout this period. During the last quarter of 2002, Genica Corporation averaged over 850 retail orders per business day with an average value of over \$125 per order and over 230 wholesale orders per business day with an average value of \$875 per order.

Before purchasing Microsoft Dynamics SL, Genica Corporation was a Peachtree shop. Most of the accounting was done manually through cumbersome data imports, manipulations, and exports.

Solution

Genica implemented Microsoft Dynamics SL on redundant Hewlett Packard LH-4 Net servers running quad Intel Zeon 600 Mhz

Solution Overview

Customer Profile

Genica Corporation sells computers and peripherals to businesses, resellers, and consumers. They have grown rapidly from \$3.5 million in sales in 1994 to \$118 million in 2002.

Business Situation

Prior to implementation, Genica used Peachtree and most accounting was done manually with data imports, exports, and manipulations.

Solution

Genica implemented Microsoft Dynamics SL with redundant Hewlett Packard LH-4 Net servers. They designed and added customizations and integrations to streamline their order, inventory, and shipping processes.

Benefits

- Time savings
- Complete automation of order approval, customer notification, and shipping
- Improved reporting

Software and Services

- Microsoft Dynamics SL
- Financial Management
- Supply Chain Management
- Customization Tools

Hardware

- Hewlett Packard LH-4
- Net servers Intel Zeon 600 Mhz processors
- and network adapters

processors and Intel Gigabit network adapters. Using Customization Manager and their own knowledge, they designed and implemented numerous customizations. They also added integrations with Jetpay (online credit-card processing), Elec Check (electronic check authorization), and Clippership (shipping automation).

Benefits

"Since implementing Microsoft Dynamics SL, we finally feel like we are in control of the ship, rather than having the ship control us," says Peter Green, customer service manager. "From processing exceptional reports to sales performance information, Dynamics SL does it all." More information about the benefits Genica experienced from using Dynamics SL include:

Improved accounting

"I can now perform the trial balance reconciliation for all four divisions in the time it used to take for just one," says Pat Thompson, Controller. "The access rights capability of Dynamics SL and the logical progression of transaction processing give us better checks and balances." End-of-month closing at Genica now takes an average of six days to complete; it used to take 30 days.

Complete automation of order approval, customer notification, and shipping

Microsoft Dynamics SL has also dramatically reduced the amount of time and effort required to process and ship orders at Genica.

Order approval—Most orders are approved and shipped with no human intervention or manual review. When orders can't be approved, customers are automatically notified and provided with instructions on how to correct the problem. In most cases, the customer is able to resolve the problem without intervention from customer services. Genica staff is free to focus their time on higher priority and more unique issues.

Credit/check processing—The credit card and check processing systems do all the work and the VIP/Fraud module detects and flags priority and high-risk transactions.

Warehousing and shipping—The purchasing and inventory modules of Dynamics SL have revolutionized the warehousing and shipping processes at Genica, according to Greg Hansen, CIO. The process of locating, picking, and packing inventory for customer orders has been greatly streamlined. Integration with Kewill Clippership has allowed Genica to barcode scan and immediately manifest orders from a single Shipping Automation workstation, regardless of the shipment.

Outstanding reporting

Prior to implementation of Microsoft Dynamics SL, the few reports that were run were incomplete summaries providing a distorted view of Genica's accounting reality, according to Thompson. He appreciates the outstanding quality of the accounting reports now available to Genica.

For More Information

For more information about Microsoft Dynamics SL, call **Synergy Business Solutions** at 800-481-8590 or go to www.synergybusiness.com.