

CLIENT OVERVIEW

Founded in 2002, Sinclair Worldwide, Inc. (SWI) is a multi-channel distributor of proprietary products under the brands Janibell and Lucky Champ. Janibell's primary product is a revolutionary trash disposal system. Lucky Champ offers a wide-array of pet care products. SWI's customers range from consumers and wholesalers to large corporate retailers such as Petco. Orders are placed by phone, fax, email, via call centers and through company specific websites. During peak periods, SWI processes as many as 900 orders per day.

THE CASE FOR aACE

When SWI found the developers of aACE at Avant Garde Information Solutions, LLC (aka AGIS)) in June of 2008, they were using a prominent order management software solution. It performed slowly, was not seamlessly integrated with SWI's e-commerce solutions, and generally lacked the level of usability, integration, and reliability required to meet their growing business needs.

SWI management researched business management software solutions for nearly a year. Most solutions did not fully satisfy SWI's needs and few were Mac-compatible. Given the added desire to convert their IT environment to Macs, SWI's choice was obvious:

aACE Business Suite.



"The support provided for aACE is nothing short of outstanding."

Bumkee Kim
Sinclair Worldwide, Inc.

INDUSTRY

Mail Order/Wholesale

NUMBER OF EMPLOYEES

3

DEVELOPMENT ENVIRONMENT

FileMaker

SOFTWARE

aACE Complete 3.0

KEY BENEFITS

- Mac business software enabled business to switch from Windows to Mac computers
- Automated and streamlined retail operations



CASE STUDY

THE IMPLEMENTATION

aACE accommodated SWI's wholesale workflow needs out-of-the-box. SWI management worked closely with aACE developers to automate and streamline their retail operations as much as possible, achieving the following:

- Importing orders into aACE every morning are: created from both of SWI's websites; created manually throughout the day by SWI's order entry staff; and those created at a call center and download daily.
- Pending credit card transactions are created automatically. An SWI employee posts all pending credit card transactions as a batch once or twice per day. This process is user initiated so that SWI's staff can personally follow up with customers whose credit cards have failed thus preventing SWI from losing orders. Transactions fully automated and processed via the website run this risk.
- Shipping records are created automatically only when cards are successfully charged. This portion of the solution was customized to account for products individually prepackaged such that a quantity of "3" on an order creates three distinct shipment records.
- Shipping records are sent to a FedEx terminal periodically throughout the day.
- SWI's warehouse staff simply affix the labels to the prepackaged goods and place them for pick up.

This level of automation has allowed SWI to scale its volume tremendously. Human interaction is only required when it adds value to the customer or requires "exception management". This is the way things should be.

THE END RESULT AND ROI

See what Sinclair Worldwide, Inc. has to say below:

In searching for business management software, we found a handful of database products that met our needs. The aACE Complete Business Management Suite, however, stood out for a number of reasons. Four key points were:

1. Enthusiastic testimonials from existing clients using aACE. We spoke with current aACE clients who gave the software excellent reviews.
2. aACE is a great all around package that also offers flexibility.
3. We wanted to explore switching from Windows to Mac. Being a cross-platform software solution, aACE could be installed regardless of which platform we chose to use.
4. Excellent design. The aACE user interface features a clean layout and shows that much thought and care went into the development of the software.

The support provided for aACE is nothing short of outstanding. Their response time has always been extremely fast and their staff knowledgeable. Just great support. We feel confident that aACE will serve SWI for a long time. We would recommend aACE to any small to medium size business who cannot afford full time IT personnel. Specifically, since we're a multi-channel business, we would highly recommend aACE to businesses in the following industries: Distribution Businesses, Direct Marketing / Mail Order Businesses.

Bumkee Kim
Sinclair Worldwide, Inc.

