



SAGE 300 KEEPS OPERATIONS ROLLING FOR K.K. PENNER

Tire center grows tenfold with Sage 300



Customer

**K. K. Penner
Tire Centers, Inc.**

Industry

Distribution/Retail

Headquarters

Blumenort, Manitoba

System

**Sage 300
Sage CRM**

For more than 80 years, K.K. Penner Tire Centers, Inc. has provided quality tires and service to its wholesale and retail customers. The company serves the area from central Alberta to central Ontario, and from the Canadian/U.S. border to the Northwest Territories. K.K. Penner is known for its large inventory and its fast and knowledgeable service. For more than two decades, K.K. Penner has relied on Sage 300 to drive its operations and help provide the products and services its customers have come to expect.

Find a sensational solution

The need for computerized inventory tracking drove K.K. Penner to implement Sage 300 back in 1991. "We had a huge inventory even then," recalls Sylvia Balcaen, office manager for K.K. Penner. "We needed a reliable system for inventory tracking. Sage 300 offers that functionality and much more. It has worked sensationally for us all this time."

Build business intelligence

Sales reports are of vital importance to K.K. Penner. The company must submit detailed reports to its suppliers to show how many of what model were sold in a particular time frame. Suppliers frequently offer K.K. Penner rebates or bonuses based on their sales volume. "Vendors want specific data and often change their reporting requirements, but with Sage 300 we are always able to get the data we need," says Balcaen.

In addition to the strong reporting capabilities in Sage 300, staff at K.K. Penner makes extensive use of on-screen inquiries. "We can drill down and uncover information quickly, without the need to generate a printed report," Balcaen says. "It saves a lot of time—and paper."



Monitor inventory levels

Maintaining the right quantity in the right mix of products is the goal of every distributor—and is crucial for K.K. Penner.

Balcaen says Sage 300 helps the company determine what to order, and when. “We’ve built a report that calculates a recommended reorder quantity based on past sales history, current stock on hand, and what’s currently on order,” she explains. “And with the purchasing functions in Sage 300 we have improved our efficiency. Two people used to do this job; now that we are able to receive inventory and produce an invoice in one step, it takes only one person—and volumes are higher than ever.”

Sage 300 helps K.K. Penner keep fresh stock on the shelves and identify slow-moving items. The FIFO (first in, first out) tracking in Sage 300 allows the company to track when a shipment was received and at what cost.

“We can identify inventory that is aging and offer better pricing on those products or return them to our suppliers,” says Balcaen. “This saves us money. Our suppliers will accept returns within a certain time frame, and with the software we can identify which stock should be returned in advance of that expiration date.”

Flexibility to meet business needs

The K.K. Penner retail stores use Sage 300 at the workstations behind the counter. “It’s such a versatile system, we can use it in our office and in our stores,” Balcaen says.

The company’s Sage Authorized Business Partner designed a custom inquiry screen the retail staff uses to quickly locate a particular tire by size, price, and quantity on hand. The selected tires are automatically added to the sales order. “Sage 300 works well for us because it can be tailored to our needs,” adds Balcaen.

Integrate CRM

A complete, integrated business management solution is what K.K. Penner has in Sage 300 and Sage CRM. “We have one system for our accounting, point-of-sale, customer service, inventory control, customer service, and financial reporting,” Balcaen says. “When the information is in one place, it is easier to access, easier to use, and easier to share.”

Scalable solution

“Since we started using Sage 300, the company has grown tenfold, and we’ve achieved that growth with only a minimal increase in administrative staff. We made the decision to invest in technology and that decision continues to pay off. We’re completely hooked on Sage 300.”

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Sylvia Balcaen, office manager, K.K. Penner Tire Centers, Inc.