

ACHIEVING PEAK PERFORMANCE IN INVENTORY MANAGEMENT

CASE STUDY



EXECUTIVE OVERVIEW

Diversified Distribution Systems, Inc. (DDS) provides total supply chain management services to a number of market sectors, particularly major retailers and distributors. As a “Most Valued Business Partner” with RockySoft, DDS incorporates several Inventory Management solutions including Demand Management, Requirements Planner, and Exception Signals.

SITUATION ANALYSIS

With a customer base that includes some of the most recognizable companies in North America, DDS decided a few years ago to take the company to the next level. Wade Wilson, Chief Operating Officer and Executive Sponsor at DDS, knew that to accomplish this, they would need a set of inventory management solutions to provide scalable growth, incorporate innovative solutions, and most importantly, these solutions would be part of the strategic foundation on which they intended to build.

DDS provides multiple levels of inventory management support to companies. These services include distribution of products, warehousing, purchasing, logistics management, forecasting inventory needs, inventory financing—or—all of it: total supply chain management. DDS manages a complex and diverse environment. With RockySoft’s solutions and the addition of several customized applications, they have the flexibility to meet wide difference and changes in their customers’ needs.

THE SOLUTION

In 2003, when Wade Wilson and DDS decided to take the company to the next level, they began investigating a number of inventory

“RockySoft’s solutions are a significant part of what differentiates DDS in the marketplace.”

*- Wade Wilson,
Chief Operating Officer and
Executive Sponsor,
Diversified Distribution
Systems, Inc.*

**ROCKYSOFT’S SOLUTIONS
ALLOWED DDS TO EXPAND
EMPLOYEE PRODUCTIVITY
IN PURCHASING BY 110%
IN THREE YEARS**

¹ In February of 2007, DDS was awarded the Most Valued Business Partner Award from RockySoft for their achievement in the areas of Demand/Supply and Effective Inventory Management. A growth-oriented and innovative leader, DDS has been an active and sound business partner with RockySoft since 2002.



management solution providers. The solution they would choose was critical, as it would be one of the most important parts of the foundation for this initiative. It was soon apparent that RockySoft was able to provide the most scalable, flexible, and innovative solution. "Out of the 100 providers that said they could do what we needed, 15 actually could," Mr. Wilson says about their extensive review. "Of those, we found that RockySoft had the best fundamental knowledge of Supply and Demand Management. We felt that they would complement the knowledge and capability that DDS possesses, and that together we would rock the SCM world."

RockySoft's solutions are now well established at DDS. Together, they have developed innovative approaches to problems. One example of these is a customization that allows staff to maximize savings on shipments by avoiding wasted space within each truckload. As each shipment is being requested, an automatic evaluation of the cost of shipping, the space used in the truck itself, and potential future needs in inventory is performed. If there is a potential savings, an alert is generated before the order is placed which allows the person placing that order to make immediate cost saving changes.

The Business Partner relationship between RockySoft and DDS has resulted in growth and success.

BENEFITS

- 110% improvement in employee productivity
- Ability to review all scheduled orders on a weekly or monthly basis "at a glance"
- Innovative customization that improves performance monitoring
- Creative efficiency improvements, such as truckload space optimization to maximize savings on shipments
- Increase the number of items and locations managed by 50% +
- Cut the days-on-hand of active inventory by 33%

SUMMARY

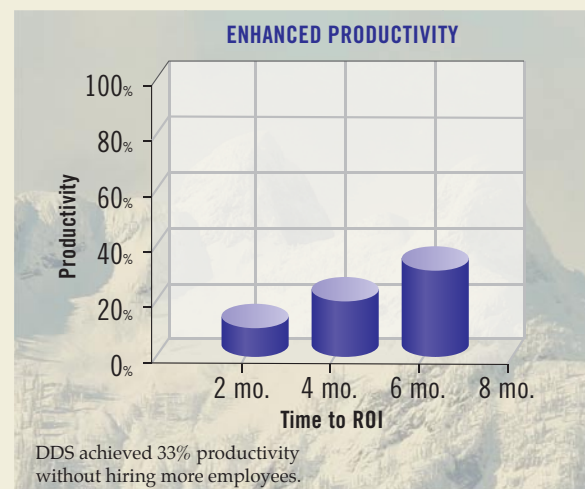
DDS must be able to meet diverse and complex customer requirements. Rockysoft's Inventory Management solutions allow them to not only meet those requirements, but to rise above expectations, and establish DDS as a solid leader in the marketplace.

ABOUT DIVERSIFIED DISTRIBUTION SYSTEMS, INC. (DDS)

Based in Minneapolis, Minnesota, DDS is a leading provider of total supply chain management services. They were recently awarded the Most Valued Business Partner Award by RockySoft for their achievement in the areas of Demand/Supply and Effective Inventory Management. DDS encourages a growth-oriented and innovative corporate culture that values people and community. For more information, please contact Wade Wilson, Chief Operating Officer and Executive Sponsor, Diversified Distribution Systems, Inc. (DDS), 1.612.810.5348 or wwade@comcast.net.

ABOUT ROCKYSOFT

RockySoft is a privately held company located in Fort Collins, Colorado. Its mission is to help distributors and manufacturers reach new heights by implementing inventory management systems and processes in ways which positively impact the bottom line. By delivering on this promise, RockySoft helps reduce inventory costs, improve customer service and increase profitability. For further information, please contact: Jeffrey Porter, Vice-President of Business Development, RockySoft Corporation, Tel. 1.877.277.0868 x 105, jporter@rockysoft.com www.rockysoft.com.



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