

## Ex-Eltronics keeps its New Year's resolution with EPDS

"Technology can never replace good judgment, but the right technology can make your judgment better," says Michael Norton, vice president of Ex-Eltronics.

"Two years ago we made a resolution to upgrade our business software, not just for the sake of upgrading, rather we realized we were no longer able to provide our clients with the information and insight they needed as quickly as they wanted it." Before upgrading to EPDS, the leading business software and developed specifically for distributors and brokers in the electronic parts industry by Axiom Software, Ex-Eltronics had a Unix-based software system. Though a great improvement over the manual system used to keep track of sales and purchases, employees weren't able to access information as quickly as they needed it.

"Every minute, or rather every hour our account people needed to spend time searching for documents, past orders, new bids, parts on back order, etc., costing the company real dollars. Besides the expense of maintaining our Unix system, it was near impossible to access information to make informed decisions," said Michael.

As with all electronic parts distributors, instant access to information is key to competing in an ever shrinking world marketplace where competitive pressures demand greater efficiencies. Headquartered in Plainview, New York, Ex-Eltronics Incorporated. has become one of the leading purchasing services for overseas military and aerospace OEM's. Founded more than thirty years ago by Charles S. Brackenridge with the support of three employees, Ex-Eltronics has grown into

a sizable firm with a 20,000 square foot world headquarters located in a state-of-the-art technology park.

"Since operations began, it's been understood that to be competitive and grow the business we needed to have infor-



mation at our fingertips to better service our customers", said Michael. "That belief has not only helped us differentiate ourselves among our competitors, it has enabled us to reduce our costs through attrition while increasing everyone's productivity."

EPDS, a Windows-based system is a comprehensive, fully-integrated, scalable, customizable business software program

that is easy to learn and use by different departments from sales to the warehouse personnel. EPDS's newer version includes Flash screens which make finding information effortless while being on unrelated screens. Specifically, EPDS with Flash now enables Ex-Eltronics to process more orders and parts in less time, requiring fewer man hours and offers multiple real-time reporting capabilities.

Choosing EPDS by Axiom Software was not an impulse decision, especially since Michael, who has a focus on operations and the bottom line, needed to get approval from a board charged with recommending the best business software solution.

After spending more than two years doing research on available Windows-based software programs — everything from custom software to out-of-the box solutions — they finally decided upon EPDS. "They understood our business better and there was good chemistry, but the bottom line is EPDS enabled us to extract information and easily rearrange it to better service our customers and offer prospective customers a level of service they couldn't find anywhere else," said Michael. We also favored EPDS over the other software packages because of the ease of transition and the fact that Axiom took the necessary time to train every person in the company and had the necessary personnel staffing their helpdesk lines in case anyone had a question."

Michael explained, "We also use EPDS for all our internal and external communications which enable us to quickly search for information that may reside in any of a thousand places and locate an answer in a Flash." Now I don't need to go looking for someone to run a report for me, and hear we can't easily access that information." Asked if they made the right decision about EPDS two years ago, Michael says, "it's the only New Year's resolution that paid off!"

*About Ex-Eltronics Incorporated : Founded in 1976, Ex-Eltronics, is a privately held corporation dedicated to distributing electronic parts to the aerospace, and military industries overseas. Visit [www.exelgroup.com](http://www.exelgroup.com)*

*About Axiom Software: Axiom Software, headquartered in New York, is one of the leading developers of custom software and critical enterprise applications for specific industry segments, such as electronic parts distribution and fasteners. Visit [www.axiomsw.com](http://www.axiomsw.com)*

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