

# TO BE SEEN IN

## The Edge Regional and Local Distributors Need to Compete with the Big Boys.

You have a potential customer on the phone that needs 3,000 electronic switches ASAP and is willing to pay a premium for them. But, you only have 500 in stock.

Do you lose the sale? Not if you're one of the current EDGE members that runs EPDS by AXIOM Software. "By means of the Immediate Stock Virtual Warehouse, a feature built into EPDS, with a touch of the button, you can instantly locate and view stock for any electronic part among all EDGE members and suppliers on a single screen," explained, Ron Meyers, president and co-founder of the EDGE association. "That way, you can tell the customer on the phone, 'I can deliver 500 today, out of my local warehouse, and get the balance to you first thing tomorrow morning from another warehouse,' enabling you to make a sale you would have otherwise lost," said Ron.

**The Immediate Stock Virtual Warehouse gives our EDGE members a strong competitive advantage and enables them to create the perception that they have greater depth of inventory than they would normally be able to finance,"** Ron said. "EPDS also enables EDGE members to run up-to-minute inventory management and run specialized queries that tell salespersons who to call for a person- and run specialized queries that tell salespersons who to call for a person-

Founded 15 years ago, with only six members. Today EDGE has 23 full time employees and 95 members in over 167 locations throughout the United States and Canada. Edge's goal is to bring distributors and suppliers together to make a positive impact on their business through programs designed to grow sales, profits and market share. In these efforts, Edge strives to provide overall business solutions to its distributor members and is looking to partner with a distribution software package that was flexible, easily customized and had reasonable upgrade options. It was important that the software be cost effective for the duration, not just for the implementation. It was for these reasons that Edge first became interested in EPDS by AXIOM software.

"Approximately 3 years ago, one of our members brought to my attention that he installed a business software application called EPDS that has, thus far, saved him over \$200,000" said Ron. "He believed this because before he installed EPDS, his sales

people were selling products without taking into consideration manufacturer price increases. This was so because their old software provided only a difficult and time

Though the member tried to input the price increases as quickly as he could, because it was a cumbersome task it was usually a week or two before his sales people found out about them. EPDS software provides a quick and easy solution for this problem and now all price changes can be updated in a timely manner.

It was so easy to change prices and inform all his sales people of the changes there was no delay between being charged more and charging more. "I was skeptical to say the least that this member really saved that much money, so EDGE decided to find out the name of the developer, and put the software to the test."

Ron explained. In searching viable options for its members, EDGE did a one-to-one comparison among all the business software programs available including software other EDGE members were satisfied with. Representatives from EDGE even flew around the country to meet with various software companies to review their capabilities and resources before making a decision. They looked at how the software worked, its flexibility during growth stages, ease of upgrades and hardware, with other programs and hardware, ease of use and learning, and technical support, among other criteria. After an exhaustive review process which took months, it was decided that EPDS by AXIOM Software was superior to every other software package including development for the electronics industry. "We also found out, that the member's claim was true!" said Ron.

"In the end, we realized that AXIOM Software was the best choice hands down. In addition to EPDS being reasonably priced, it did everything the people at AXIOM told us it would do

and without any of the hurdles we found with other software. It was more like the software fit the distributor than the distributor having to fit the software," said Ron.

He continued, "EPDS is a fully-integrated, scalable, customizable business software program that is easy to learn and use by all the different departments from the sales force to warehouse personnel. In addition, EPDS programs capabilities especially for EDGE members, IT features: lot traceability, third party value added order processing, strong contact management capabilities, instant messaging communication, and an excellent point-of-sale function which provides touch screen functionality, bar-coding reading, and integrated credit card processing."

**"What really set AXIOM Software apart from all the other software companies and made it the best fit for EDGE,"** said Ron "is the way AXIOM Software shares every product improvement automatically with everyone who runs EPDS at no extra charge for the upgrade." All in all, it turns out to be a real edge for EDGE members.

About EDGE: EDGE is a member-owned organization of local and regional distributors and leading suppliers representing the electronic, datacom, broadcast, and security industries. Through the development of marketing and sales programs coupled with their combined buying power, EDGE is dedicated to elevating its distributor-supplier relationships in the name of stronger alliances, growing sales and improving profitability. More information can be found on [www.edge-group.com](http://www.edge-group.com) or by calling 713-667-1888.

About AXIOM Software: AXIOM Software, headquartered in New York, is one of the leading developers of custom software and critical industry segment applications for specific industry segments, such as electronic and fastener parts distribution and brokerage. To learn more, call 1-800-588-8805 or visit [www.axiomsw.com](http://www.axiomsw.com)

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