FREEMAN PRODUCTS WORLDWIDE

Software Vendor and Supply Distributor Moving Forward into the Future

Freeman Products Worldwide
ELMWOOD PARK, NJ

Industry:
Designer, Marketer, and Distributor of Award and Recognition Products.

Employees:
75

TSH Customer Since:
1991

TSH Products & Services:
- U2 Database
- MDS Application Server Version 12

Key Benefits:
- Unified CRM and ERP facilitated Increased Sales Year over Year
- Specialized reporting utilizing Integrated Crystal Reports
- Production Planning capability raised shipping output schedule to 95%
- 24/7 Comprehensive Support
- Effortless Software Customization

Established in the 1920's as Brass Screw Machine Parts Business, Freeman Products Worldwide knows what it takes to keep a business thriving. When looking to incorporate the latest benefits and technology in the ERP marketplace, Freeman looked no further then their software partner The Systems House, Inc.

"We had been using the MDS System for seven years when we made the decision to upgrade. The new features and benefits of MDS version 12 have allowed Freeman Products to continue our record growth. The system's flexibility and scalability will continue to serve our needs for many more years to come" says George Ercoloino, Co-President of Freeman Products Worldwide

Continually improving and updating systems can sometimes burst processes and technology at the seams. Freeman serves the high end market as well as the high volume one. Freeman's customer base varies largely from national organizations and chain stores with their own design requirements, to wholesalers and smaller to medium sized trophy shops. To remain at the top of their industry, Freeman needed to be proactive about technology.

> **"MDS allows us to be proactive instead of reactive, and that is the future for all business..."**
>
> *– George Ercoloino,*
> *Co-President,*
> **Freeman Products Worldwide**

Freeman had already taken advantage of the Integrated CRM (Customer Relationship Management) system within MDS, but was impressed by the exciting updates in version 12, such as seamless integration with MS Outlook and the new sort and filter screens for prospect and customer management. Also added was a simplified task management screen and a recurring order function, which allows sales reps to quickly reorder based upon a set schedule. This increase in sales impacted Freeman's production cycle.

To keep up with the increased demand on their business, Freeman has reduced its sales order cycle and increased fill rates to 96%, by utilizing the MDS Production Management system. "Customers can now request any size, shape or color

The Systems House, Inc.
Software Solutions for Distributors

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award or trophy and we can easily see [in real time] what is available for production and what is already committed," said Ercolino. Management now has complete visibility to the production cycle. By relying on the accurate, timely picture of its supply-chain from the updated system, Freeman's managers can make informed decisions on purchasing and sales.

Reporting flexibility proved to be another important feature of the new system. Freeman was able to create customized reports quickly and easily using industry standard tools such as Crystal Reports, MS Access and MS Excel. "We had to be able to extract what we needed when we needed it, using industry standard tools." Ercolino stated. "Now, not only are we a global distributor, we have all the data necessary to make

> "Based on our high level of satisfaction so far, we know that Freeman Products Worldwide we will continue to grow with MDS and The Systems House for many more years to come."
>
> — *George Ercoloino*
> **Freeman Products Worldwide**

strategic decisions immediately, and can recognize trends before the industry can catch up. MDS allows us to be proactive instead of reactive, and that is the key to a profitable future for all business..."

With sales, production and inventory supply-chain data flowing into the MDS application, Freeman is poised to dominate it's industry. Performance to customer commitment reached 95%, while overall performance improved in order processing and operational efficiency. The benefits of improved integration and a consolidated view as well as the latest in technology solutions provide better data to allow Freeman to make the timely decisions that mean growth for the future. Freeman products has truly embraced the technology that makes **MDS the "Next Generation ERP Solution for**