

Client

Serendipity Electronics
serendipityelectronics.com

Type of Business:

Aerospace, electronics

Number of Locations: 2

Number of Employees:

30

AccountMate Users on System: 16

AccountMate Modules:

- Accounts Payable
- Accounts Receivable
- General Ledger
- Inventory Control
- Purchase Order
- Sales Order

3rd Party Application:

INFOtrac CRM

“CRM allows sales representatives to keep track of what they were quoting, including prices and lead times. “It gives each sales person much needed order history and process automation.”

– Frank Erbio,
Chief Financial Officer,
Serendipity Electronics

Serendipity Electronics Relies on AccountMate and INFOtrac CRM to Reduce Time to Close Sales

Serendipity Electronics is a global diversity supplier of high quality electronic components, computer peripherals, wire, cable, connectors and hardware. Founded in 1991, Serendipity serves several markets including electrical, mechanical, industrial automation, automotive, communications, transportation, medical, building efficiency, governmental and more.

Serendipity’s motto is “if we cannot find your request, it cannot be found”. With combined industry experience exceeding 50 years, the company delivers unparalleled cost savings and customer satisfaction in the markets they serve. Over the years, hard work and technology has fueled increased revenues, earning Serendipity global accolades as an electronic component distributor.

100% female owned since its inception, Serendipity is a certified Women Owned Business. The company also holds certifications in ISO9001:2008, ANSI/ESD 20.20, AS9120 and ISO 14001:2004, ensuring all that Serendipity products adhere to stringent quality control standards and manufacturing conditions.

The Challenge

While headquartered in Huntington, New York, Serendipity has multiple distribution centers worldwide, delivering products from more than 25,000 technology partners in over 130 countries. With access to one billion part numbers, the company is able to provide global 24/7 on-demand availability.

Over time, it became evident that internal operations were hindering growth. Serendipity had used a comprehensive accountancy package that focused on the financial aspect of their business, but they struggled to keep pace with an increasingly complex supply chain and customer ordering system. Too many manual steps were involved in the process. Order inquiries were hand-written on a pre-printed form and physically moved from department to department until the items were sourced, secured, received and shipped. There was no methodology to track sourcing or the status of purchases. Serendipity’s reliance on manual processes made it time-consuming to write-up, follow-up and track order status.

As a result, the company required an overhaul of its business management system, which included a single repository solution for all customer information and financial operations. They turned to Friendly Software, Inc., an Elite AccountMate Business Partner, for a solution.

The Solution

After conducting a thorough needs assessment, Friendly Software recommended that Serendipity leverage their original AccountMate SQL investment and utilize AccountMate’s Customer Relationship Management (CRM) module solution right out-of-the-box. This integration provided the single data repository that the company needed to bring disparate parts of the business together.

Les Kule, President of Friendly Software, commented that, “Serendipity was reaching a critical point in their growth – they could either hire additional staff, which would help increase sales, but would not address the way they tracked information. This would only increase the potential for errors, lost orders, lost purchase information and more. In order to grow and better handle all the information that was moving through the company, they needed to implement a technology that would track this information automatically and update each department as actions were initiated and completed. We guided them to the INFOtrac CRM solution. This solution completed the circle of data flow – tracking sales, sourcing, purchasing, and shipping. It created a complete circuit of

transaction processing and reporting and allowed Serendipity to concentrate on growth and not on where information was vanishing.”

Friendly Software implemented the company’s new solution and trained its staff thoroughly to maximize the system’s benefits. With quick access to current and historical information at their finger-tips, Serendipity employees have an instant snapshot of pending sales quotes, order status and deliveries in real-time. Perceptive reporting and analysis of pertinent, real time information provides insight into business operations and identifies growth opportunities as well.

Using AccountMate Software for company-wide accounting requirements and CRM out-of-the-box for business process automation, Serendipity was completely satisfied with their AccountMate system. “CRM allowed sales representatives to keep track of what they were quoting, including prices and lead times,” recalls Frank Erbio, Serendipity Chief Financial Officer. “It gave each sales person much needed order history and process automation.”

Superior Scalability

Shortly after the company started using CRM, a potential partnership with a large, global contract manufacturer surfaced and Serendipity needed a comprehensive CRM solution that would allow them to keep track of suppliers, lead times, and quoting systems plus provide flexibility to grow. This client required just-in-time transparency, reduced flow times within production systems, as well as response times from suppliers and to customers. Any late deliveries resulted in significant financial penalties. With AccountMate’s award-winning program design and source code, Serendipity had the flexibility to design a custom CRM solution that leveraged their original CRM investment and solved these new complex business requirements.

“We looked into a few other CRM software packages, but they were just too generic. One in particular didn’t allow the flexibility we needed in order to keep track of this large customer, plus it didn’t interact well with AccountMate,” said Erbio.

The final step in the company’s technology make-over included an overhaul of their CRM system, allowing seamless integration with their client’s forecast system. To handle this challenge, the Friendly Software team customized CRM logic to ensure that “all orders, purchases, stocking of inventory and shipping processing was now accessible in one place,

allowing the users to instantly determine the status of each transaction. Many of the functions were automated. Purchasing was notified as soon as a quote was created, so they could source the products. Once sourcing was updated, the sales team was notified and they could update the customer/prospect immediately. The time required to close a sale was dramatically reduced, leading to a great gain in productivity and sales potential.”

The Result

As a result of AccountMate’s award-winning program design allowing for superior scalability, Serendipity has a comprehensive front-to-back office solution. By sharing all pertinent information with company employees and providing the process automation that Serendipity required, INFOtrac CRM for AccountMate creates a knowledgeable workforce which continues to provide unparalleled cost savings and customer satisfaction in the markets that the company serves. “INFOtrac CRM coordinates directly with our clients’ forecast system,” explains Erbio. “This allows us to grab up-to-date information on the fly. AccountMate and our customized CRM system provide the architecture and scalability that we can depend upon for years to come.”

About Friendly Software

Friendly Software, Inc., an AccountMate Elite Solution Provider, is a highly experienced, broad-based software business with a depth of expertise and resources. Their skill set lies in understanding business as business, not just technology. They believe computers and software are tools and methods to streamline today’s business processes, increase productivity and generate profit. Friendly Software can be reached at fsiny.com.

About AccountMate

Founded in 1984, AccountMate develops and markets fully customizable business management software designed to meet the growing needs of small to medium-sized businesses. Systems range from single user versions to those that support over hundreds of users simultaneously. AccountMate software is available for local installations or cloud deployment. It is distributed exclusively through a worldwide channel of authorized solution providers. AccountMate can be reached at (800) 877-8896 or www.accountmate.com.

AccountMate Software Corporation

1445 Technology Lane | Suite A5 | Petaluma, California 94954 | USA
800-877-8896 | 707-774-7500 | www.accountmate.com