

Client

West Memphis Fence & Construction Co., Inc.
westmemphisfence.com

Type of Business

Commercial and residential fencing industry

Number of Locations: 2

Number of Employees:
63

AccountMate Users on System: 10

AccountMate Modules:

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- General Ledger
- Payroll

3rd Party Application:
JobCost

"In the last 12 months, sales revenue increased 20%. Due to the efficiency of AccountMate and JobCost we were able to expand our client and job base without adding office personnel."

– Susan Raush,
Office Manager, West Memphis Fence & Construction Co., Inc.

Fence Company Grows Sales 20% Without Adding Staff Due to Business Management Software

In business since 1967, West Memphis Fence & Construction Co., Inc. builds and installs a vast assortment of fencing types, including chain-link, ornamental iron, custom wood and PVC for residential and commercial customers. In addition to permanent fencing, West Memphis Fence erects temporary rental fencing for safety at construction sites and for crowd control at festival and sporting events.

With headquarters in Tennessee, the family founded and operated company provides personal, one-on-one customer service with a knowledgeable team of experienced specialists. "It's not just a job – it's our livelihood – for my dad, my uncle, my brother and for me. It's our family name and reputation behind every job we do", said Stephen Bius, Vice-President. Utilizing a seventeen member installation crew and a fleet of trucks, bob cats and compressors, company estimators bid more than 100 jobs each day.

West Memphis Fence is ranked in the top one-half percent of fence contractors in the United States. Reporting seven million in sales in 2006 with 63 employees, the company knows how to build a solid, profitable business from the ground up.

The Challenge

West Memphis Fence was saddled with job-costing inadequacies which made it difficult to accurately bid new jobs, which directly impacted the company's bottom line.

Providing quotes was tedious and time consuming under the company's old, proprietary system. "Previously, job information was tracked manually and it took two or more hours to put a quote together", recalled Susan Raush, Office Manager. Several factors were involved in determining accurate cost estimates, including material, labor and sub-contractor costs. Tracking information by fence type (chain link, ornamental or custom wood), class (commercial and residential), size and location, were factored into every new bid. Government projects require certified payroll, so tracking labor by location was imperative. Countless hours of human intervention were required to generate and double check data for every new bid.

Frustrated with system limitations and inefficiencies, West Memphis Fence needed a sophisticated business solution that would systematically track expenses plus keep pace with increasing sales demand without significant manual intervention.

The Solution

To resolve the situation, West Memphis Fence turned to AMBR Technologies, an Elite AccountMate Business Partner with a well-deserved reputation for solving unique business challenges. "Our goal in this case was to make the technology fit the client's needs. 'One size fits all' is seldom practical in mid-range accounting operations and West Memphis Fence was no exception. Without disturbing operations, we continue to work together as part of the West Memphis Fence team to continually take advantage of the ongoing advantages that AccountMate has to offer," said Jack Pruet, President of AMBR Technologies.

Upon AMBR Technologies' recommendation, the company implemented AccountMate SQL due to the program's scalability and open architecture to meet West Memphis Fence's business requirements right out of the box. With AccountMate's award-winning program design, the company implemented an industry-specific program to solve job costing challenges and government compliance.

The first step in the company's technology makeover included an overhaul in the job tracking and bid process. To solve this job costing challenge, AMBR Technologies installed JobCost, a

a comprehensive job costing system integrated seamlessly with AccountMate. Using an Estimating function in JobCost, detailed bids can be efficiently generated by user defined cost codes or by copying a prior estimate, template or Excel worksheet. Since actual costs are posted to each project in real-time, costs can quickly be reviewed in detail or summarized by type and compared to the estimate, enabling company employees to make bid adjustments instantly.

Working in synch with AccountMate, West Memphis Fence can easily comply with certified payroll requirements for government projects and easily track employer payroll tax data, overhead costs as well as hours worked by personnel, job and location.

Another company hurdle involved supporting multiple customer ship-to addresses. JobCost logic was modified and additional ship-to fields were added. As a result, the ship-to addresses for prior jobs were automatically saved, enabling West Memphis Fence to effectively manage repeat jobs with minimum effort.

The Results

Using industry-specific program solutions for job costing functions and AccountMate financial software as their business backbone, West Memphis Fence has a comprehensive front-to-back office solution. In the last 12 months, sales revenue increased 20%. "Due to the efficiency of AccountMate and JobCost", recalled Raush, "we were able to expand our client and job base without

adding office personnel". AccountMate's open architecture, scalability and seamless integration with industry-specific programs provide the state-of-the-art technology infrastructure West Memphis Fence can build on.

About Third Party Application

JobCost is an integrated comprehensive project costing solution by 4 Corner Software that can be reached at www.4cornersoftware.com.

About AMBR Technologies, Inc.

AMBR Technologies, Inc. has provided solutions to small to mid-range clients since 1999. An AccountMate Elite Business Partner and value-added reseller, AMBR Technologies provides custom, seamless business solutions that increase productivity and profit for their clients.

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