Case Study Stockman Farm Supply
OptMobile Technology

"I love the freedom of OptMobile!"
Dustin Klanderman, Manager, Stockman Farm Supply

pacsoft
your success is our success

Background

Stockman Farm Supply embraces a large variety of products, serving the broad needs of a rural/agricultural area.

Stockman Farm Supply originally installed a general application POS product they ultimately found did not meet the needs of their growing business.

As a Do It Best Level 1 compliant POS vendor, Pacsoft USA was approached by the manager of Stockman Farm Supply's Wilson store, Dustin Klanderman, in 2009, to explore the possibility of providing a total solution to their needs: inventory management, inter-store connectivity, integration with Do It Best's services.

As a result, Optemizer was installed at the two stores in August, 2010.

Challenges

Prior to purchasing Pacsoft's Optemizer program, the two stores were run as separate entities on a general software program that was not designed specifically for the market that the Stockman Farm Supply stores service.

They found the software was not performing a number of critical processes that would allow them to be more efficient with their business – like branching and inventory management.

One process in particular needed attention if they were going to connect their two stores, and leverage their inventory investment: gaining control over their stock file. This demanded a means for accurate counting and sustaining of their on-hand inventories, as well as adjusting their item pricing. To do this would be the first step in active Inventory Management at both stores.

Pacsoft's Solution

To do this – and to also manage their other on-the-floor item maintenance tasks – Stockman Farm Supply turned to Pacsoft's OptMobile products: a wireless, on-line, web-based communications "app", working over Apple's iPad.

The staff at Stockman Farm Supply used the iPads to gather all the on-hand information for their products, scanning with a Bluetooth device, and uploading the stock quantities to their servers in real-time.
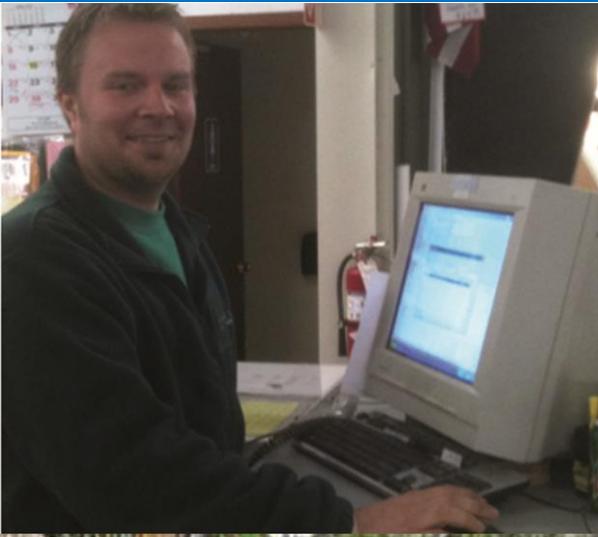
Stores	2
Pacsoft	23 Users
Implementation	2010
www.stockmanfarmsupply.com	

Results Summary

• The ability to review & update information using an iPad has resulted in increased profits and database accuracy

• Stockman Farm Supply have saved money by avoiding expensive Radio Frequency solutions

• Stockman's now has the tools to upload stock quantities in real time

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"The iPads work very well for the inventory taking process..."
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They also used the iPads to check pricing and other information, with a resulting increase in profit, and database accuracy.

Last but not least, they saved a lot of money by avoiding expensive solutions like the Radio Frequency (RF) hand-held's sold by other POS providers.

"The iPads work very well for the inventory-taking process, and we also employ them intensively for price changes, receiving, and printing label information", Klanderman says.

"Pacsoft was also very receptive to assisting us with the process; when we identified a modification that would speed the on-hand counting process even further, they had it added to the next app update and we simply downloaded it from the App Store!"

About Pacsoft

Since 1984 Pacsoft has helped hundreds of businesses worldwide get control of their inventory issues. Pacsoft takes great pride in ensuring complete customer satisfaction by providing the highest level of professional service and a highly effective inventory management solution.

We make Our Customers Money by Improving their Efficiency and Profit

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