



CASE STUDY



>> DESIGNED FOR INDEPENDENT DISTRIBUTORS



MASTER PLUMBING & HEATING SUPPLY



Masters of their Trade – Master Supply Selects DDi System to Power Business Operations



Based in Vernon Valley, NJ, Master Supply was started in 1976 by the Del Grosso family. Today, Russ Del Grosso is the owner of the successful supply house, which has a 20,000 sq. ft. warehouse. Focused primarily on the contractor side of the business, the supply house employs 15 associates to cover the tri-state area. Master Plumbing Supply is a wholesaler of plumbing products and other supplies featuring a 1500 sq. ft. bath showroom.

Russ Del Grosso is keenly aware of the role technology plays on his business and knew exactly what he needed in a distribution software tool. "Our previous technology solution came from a large distribution software vendor – and that was the problem," he said. "The system had a wealth of functionality that was overkill for a single branch location such as Master Plumbing Supply. Plus, we needed a technology partner that was more responsive, provided outstanding value and offered us relevant features to streamline our branch operations." Russ spoke to other wholesalers that confirmed these criteria.

According to Del Grosso, DDi has a system that is ideal for small wholesalers. "DDi is all about relationships, and that was the main reason for our selection. Plus, the software provides extensive inventory control, comprehensive and user-friendly functionality and easy-to-understand pricing schemas," he added. "And, unlike other systems, the DDi hardware requirements are more flexible than the stringent ones needed to accommodate our previous solution – we can use hardware that comes right off the shelf that seamlessly integrates with DDi."

Master Plumbing Supply has been using the DDi System for nearly three years to manage all facets of the business, from sales quotes to transactions to receivables. In addition, Russ has optimized DDi's all-encompassing training programs to help new employees understand the software as well as learning new technology enhancements. "The training sessions offered by our last distribution software vendor were long and cost-prohibitive but the DDi classes are affordable and worthwhile. They even accommodated our needs by conducting some training in our branch as well as in their Sandy Hook facility," added Del Grosso.

Since the implementation, Master Plumbing Supply has significantly lowered its costs for computer usage and these savings have trickled down to the bottom line. "More importantly, we increased our inventory turn by nearly a full turn and reduced our levels of inventory since we can maintain more control now," said Del Grosso.

Support has also been a key differentiator with Master Plumbing. "When we had a log on issue after first deploying the system, we received an instantaneous response from DDi – even before they were officially opened for business – and were up and running in 15 minutes. That response time is critical for a small wholesaler," commented Del Grosso.

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With an eye toward the future, Del Grosso is considering the new features in upcoming software versions and wants to have his business realize the full potential of the DDi System. “Right now, we’re evaluating the bar coding and signature capture features to make us a near paperless operation,” he said. “Such an upgrade is economically feasible with DDi, an investment that is one third the cost of other software applications. This makes it easier for a small business to justify the cost.”

Del Grosso recently fielded a call from a distributor in Florida who was considering a larger distribution software vendor. “I basically told him that if you want all the bells and whistles in terms of extensiveness, go with the larger provider, but if you want better functionality and profitability, DDi has much more to offer,” he said. Del Grosso advises new DDi customers to take full advantage of DDi’s functionality, support and training.

“With DDi, you never lose your identity or become a number which tends to be the case with larger distribution technology solution providers. You are known by your first name and their support staff can instantly access all your system information,” concluded Del Grosso.



Master Supply successfully operates a 20,000 sq. ft. warehouse of plumbing products and other supplies plus a 1500 sq. ft. bath showroom in Vernon Valley, New Jersey.