



ANGSTROM SUPPLY

GRAND RAPIDS, MI | ANGSTROMCLEANROOMSUPPLY.COM

FEATURING: SALESPAD

The Company

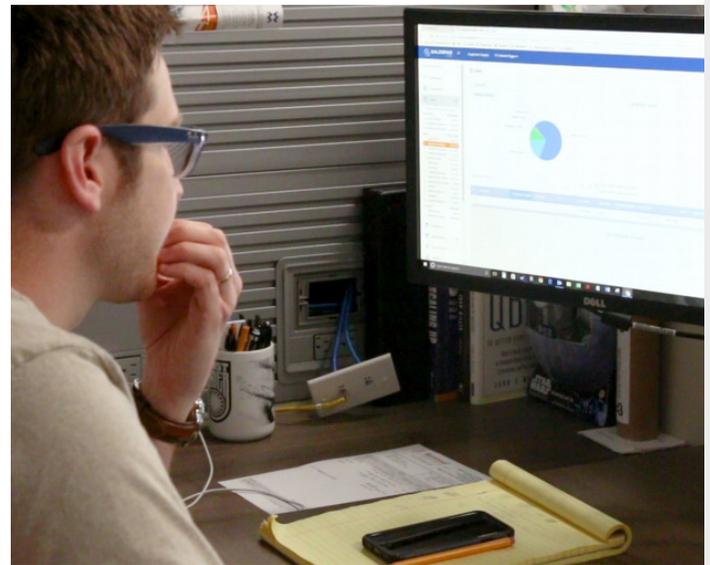
Angstrom Supply prides itself on attention to the little things; the word “angstrom” is actually a unit of measurement equal to one ten billionth of a meter. By taking the name Angstrom, the founders sought to convey their emphasis on dedicating time and care to every aspect of their operations, no matter how small. This attention to detail is of particular importance to a company like Angstrom Supply, a leading provider of cleanroom products and services. For over a decade, Angstrom Supply has provided customers with everything needed to create a highly filtered, controlled environment. As they proclaim on their website, “Small things matter.”

The cleanroom industry is a niche market, but it’s growing. As Dustin Deckrow, owner and “head coach” at Angstrom Supply, explained, “When people’s expectations for perfection go up, the need for clean increases as well.”

More and more industries are demanding cleanrooms, and Angstrom Supply has risen to the challenge of supplying the equipment necessary to meet these demands.

The Challenge

As head coach at Angstrom, Deckrow described his role at the company as the guy who was in charge of “keeping everyone moving in the right direction.” A few years ago, he faced the challenge of selecting a



KEY BENEFITS OF SALESPAD

- More sophisticated order processing
- Better inventory management
- Quick access to customer data
- Integrations with other software, such as ShipStation

software solution that would keep Angstrom Supply on the path to success.

Angstrom Supply was in the market for a better order-to-cash management solution. They were struggling to maintain their company's growth, and at best, only processing one order a day. Angstrom's primary focus is on the customer, so clearly, a change was in order. Orders were increasing both in frequency and complexity, with no end in sight as the industry continued to boom.

"The real downside with our old system was that there was no workflow for an order," says Deckrow. "No ability to know where an order was at. That was one of our biggest concerns."

"The system we were using before really limited what we could do," adds Tyler Hartman, Operations Manager at Angstrom Supply. "There weren't many integrations with other software, which made shipping and tracking inventory very manual processes. Just managing orders overall was very difficult."

The onus fell on Deckrow to determine what the best move was for the company. They needed to scale their operations to keep pace with the cleanroom industry as a whole, and they needed a solution that would propel orders through the system automatically, while allowing them to deliver top-notch customer service along the way.

The Solution

SalesPad. Angstrom Supply looked at a lot of different solutions, but finally landed on SalesPad, not only for the workflow capabilities, but also because of the heavy emphasis on product management. "That's the core of what we do," says Deckrow. "We manage product delivery for our customers, and we need to do that well."

ERP systems can be expensive to purchase and implement, and they don't necessarily guarantee



Watch our interview with Angstrom Supply at salespad.com/case-studies/angstrom-supply

that the steep ticket will be worth it. By departing from the ERP fray and instead opting for SalesPad's order-to-cash solution, Angstrom Supply found that implementation was affordable and designed to be scalable right from the start. The result was a happy relationship for both parties.

Easy access to customer data, plus efficient order processing.

Angstrom Supply uses SalesPad to keep close tabs on their customers' needs. They track which items customers are purchasing, how often, what they no longer have a need for, and much much more. Having such easy access to customer data like this makes monitoring customer activity much simpler, and it helps management decide how to market different products.

Better access to historical customer data means more detailed trend analysis and demand planning, which means better inventory management, which means more sales. The whole system falls apart, though, if the sales order processing system can't keep pace with the

"Your customers are the most important part of your business. If you want to keep your customers happy, SalesPad is the obvious choice."

Tyler Hartman, Operations Manager

rest of their order-to-cash activity. Angstrom Supply uses SalesPad's built-in workflow capabilities to ensure that their orders proceed through their system quickly and accurately every time.

Previously, when Hartman needed to reference the status of an order, he would manually sift through stacks of paperwork to find the data he was after. With SalesPad, he can quickly find what he's after in a clean, easy-to-read grid lookup.

"Our goal is to flush out every order, from entry to invoice, as quickly as we can," says Deckrow. "Because when we do that, one, we're going to make more money, and two, we're going to make the customers happy."

Improved shipments via dropshipping and integrating to ShipStation.

Prior to making the switch to SalesPad, Angstrom Supply struggled with making sure that their orders shipped out on time.

"The ShipStation integration really speeds up the process of moving an order from being just on the computer screen to being an actual shipment," says Hartman. "It works really well and it's efficient."

It's often quicker and more cost-efficient for Angstrom Supply to use drop shipping to get the product to the customer. With SalesPad, drop shipping is a simple process that ensures the products reach the customer in an appropriate fashion — inventory doesn't look as though it's been backordered or sent from a third-party business. This keeps the delivery process running smoothly and frees up warehouse space — a hot commodity for Angstrom Supply.

Simplified paper trail using split invoicing.

"One of the features we definitely wanted in our new system was the ability to split invoices," says Hartman, "but a lot of the systems we evaluated that could do that were astronomically priced. SalesPad provided a solution that really met our needs in that way."

The functionality of re-combining split invoices was not included in the first versions of SalesPad — it's a feature that was added to the product once SalesPad heard that customers were looking for it. We pride ourselves on being a flexible, scalable product that

listens to custom requests, and we make it our business to meet and exceed customer expectations, no matter the demand.

Deckrow agrees. "SalesPad is committed to the development of the product," he adds, "and continues to step up to the plate to develop [features] that meet our needs. We intend to stay with it for the long haul."

