

AD Systems

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At A Glance

Company: AD Systems

Industry: Custom electronic design and installation

Headquarters: Houston, TX

Software switched from: Peachtree, Outlook, Salesforce.com

Results with dNet:

"We're a more profitable company and I can attribute that to our relationship with Epiphany and having tools like dNet."

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*Chief Executive Officer
AD Systems*

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The Results:

Whether it's the top line or the bottom line, high-end electronics contractor AD Systems of Houston credits much of its success to its use of dNet software.

"Our overall growth has been in excess of 30 percent per year since we made the change (to dNet)," says Utz Baldwin, company founder and chief executive officer. "But what's more important is our bottom line has continuously increased. We're a more profitable company and I can attribute that to our relationship with Epiphany and having tools like dNet that give us the information we need to correct for our weaknesses. I know that the amount of money I've spent on dNet I've gotten back three-fold."

"It has helped us increase productivity and profitability in every area from sales and forecasting to job costing," Baldwin says.

The Challenges:

Using different off-the-shelf software programs that didn't integrate with each other was stifling the growth of AD Systems, says company founder Utz Baldwin.

"Duplicate data entry, the collaborative efforts were substandard," he says. "We were using Microsoft products, Peachtree products and other design products. Our information was all over the board. We had no way to track our pipeline and manage our projects efficiently."

That can quickly lead to disaster when you are installing top-of-the-line whole-house video and audio systems, the heart of AD Systems' business. Some installations might cost the homeowner as much as \$1 million.



With that kind of money comes a myriad of pieces and parts that must integrate smoothly – and perfectly – to have a satisfied customer and a solid bottom line.

“We’re dealing with technology that’s moving at an exponential rate,” Baldwin says. “We’re dealing with consumers who are getting, younger, smarter faster. They expect performance.”

dNet has provided the performance needed to distinguish AD Systems from its competitors.

“I’m competing for discretionary funds because we are typically dealing with pretty affluent homeowners building their dream home. What sets me apart is we do have processes in place – proven solutions. Solutions like dNet and the relationship with have with Epiphany gives me the upper hand,” Baldwin says.

dNet is product sold by Epiphany Inc. of Houston, headed by founder and CEO, Brenda Brinkley

“We love Brenda,” Baldwin says. “Epiphany has been great. She’s taken the time. She’s had staff here in our environment, scouring through our process and our methods and helping us reveal bottlenecks. Quite often we’ve learned there were fixes in the product, right out of the box. Any time we’ve ever had an issue that needed to be resolved, Epiphany has been there to do it.”

“They’re a very distinctive industry,” says Brinkley. “They’re not a consulting firm but they need to track hours and labor and time and projects. They’re not a distribution warehouse but they constantly order products and they constantly ship things out and they always need to know where those products are.”

“It requires a good partner to help you get it done, but the end result is that it does pay for itself,” Baldwin says. “It’s certainly one of the best things that I’ve done for my business.”

The Solution:

Baldwin says dNet’s ability to keep track of all the details was a key point in switching.



“dNet seemed to fit our strategic plan,” Baldwin says. “The very first thing we saw was our ability to accurately cost jobs. So we were able to make the corrections we needed to in areas that we were not as profitable as we thought we might be. Immediately our bottom line started to improve.”

He says dNet allows his company to track different opportunities for clients. “The inventory control we got out of dNet was much better than what we were using in the past,” he says.

“Epiphany did a wonderful job helping us implement,” says Baldwin. “Like with Santa Claus, I just said ‘this is what I’d like’ and then a short time later I’d log in and see a new tab or something that would give us exactly what we were looking for.”

The result has been a win-win for all concerned, Baldwin says.

“We’re more profitable, which means we are a healthier business. We are able to execute on the projects and when the day is done, our customers are happy and we’ve been able to deliver what we said we would,” Baldwin says.