



CUSTOMER PROFILE

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Dave Butler, Owner



At a Glance

Company Name

Fanworks, Inc.
www.fanworksoutlet.com

Number of Employees

11 Employees

Primary Products and Services

New and Refurbished
Ceiling Fans
Air Purifiers
Humidifiers
Water Fountains

Applications Used

SAP Business One
Advanced Inventory Planning
Advanced Warehouse Mgmt.
eCommerce
Clippership

Target Market

Retail Consumers
Internet Consumers
Building Contractors

Fanworks

Distributes high quality brand name ceiling fans, fountains and air purifiers to retail, wholesale and internet customers.

Fanworks, Inc. is a fast growing family owned and operated business in Lake Havasu City, Arizona, that has it's sights set on maintaining optimal customer service as it continues to grow. Fanworks, which was founded in 2001, began by selling reconditioned Hunter brand ceiling fans. The Hunter Fan Company is a market leader in ceiling fans, and Fanworks saw an opportunity to offer Hunters "Factory-Renewed" ceiling fans that are returned to the factory from retailers throughout the United States, for non-technical reasons. Some may be missing parts or have broken glass, others may just have a damaged part due to shipping. These fans are refurbished and then put back through quality control and inspected thoroughly, and any missing or damaged parts are replaced. The typical savings on a renewed fan is anywhere from 20 to 65 percent off retail prices, with the same Limited Lifetime Warranty and product backing by Hunter. Since then, Fanworks has added all of the major brands of ceiling fans (new and refurbished) to their store in order provide their customers with the best possible selection.

"Our business began to grow pretty rapidly as we expanded the product lines from a single supplier to approximately 50 suppliers today with thousands of SKUs ranging from complete products to fixture accessories," according to Dave Butler, Owner of Fanworks,

Inc. "We've also expanded into other lines of business besides ceiling fans, including indoor and outdoor fountains, air purifiers, humidifiers, vaporizers, and other air care products."

"When we launched our business, we were focused on serving customers directly through a single retail location along with phone-in orders. We also served building contractors with wholesale accounts. Today, we are processing at least one third of our orders over our website and the remainder through our retail, wholesale contractor and phone in accounts," Mr. Butler continued. "We've simply outgrown our existing systems and infrastructure, and we felt our systems would eventually start to impact our ability to adequately serve our customers or require us to hire significantly more staff to handle the increased order volumes. We were looking for a system that could automate our entire business from eCommerce ordering to parcel shipment. SAP Business One® will enable us to handle and process 25% more transactions while using the same personnel we already have."

"Starting with the eCommerce capability, we want our customers to be able to do their own order look-ups, which will provide them with up to the minute order status 24 hours a day. It will also help us to cut down on the number of phone calls we need to take. An improved eCommerce module will provide the added benefit of processing automated order acknowledgements and shipment notifications. We were also impressed with eCommerce module's ability to handle our increasing SKU capacity compared to our existing system and it will add additional configuration, discounting, and user-based promotional functions

for our repeat customers. Internally, it will enable us to better manage our continually expanding product catalogue and allow us to bring our web ordering interface to a new level of professionalism. Although we are a relatively small business, we're looking to Navigator and SAP Business One to help carry us to the next level of our growth plans in becoming a mid-market enterprise. So far we feel we're on the right track to getting there."

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According to Mr. Butler, "Because the number of brands, SKUs and customers within our organizations has grown so much, we also wanted to improve our forecasting and inventory management capabilities. The Advanced Inventory Planning module, powered by Valogix, along with the Advanced Warehouse Management module will provide the robust capabilities we need to manage our costs as well as receive and ship

product more efficiently. We're moving to bin level locations for more precise and granular inventory control. We're also deploying full bar code scanning equipment in order to completely automate the receiving, picking, and shipping operations, making it possible to update the core SAP Business One system automatically for up to the minute inventory and order status.

"At Fanworks we're constantly working towards offering our in-store and online customers the best brands at the best prices around. We're also constantly looking to ensure we're providing the best possible service as we continue to grow, and we believe Navigator and SAP Business One will help us do that far more profitably than if we tried to accomplish that with anyone else."



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