



seatability



CUSTOMER PROFILE

“Customer satisfaction is very important to us as a growing company and we needed a system that could help us keep track of every customer and their individual needs.

Derek Perkins — CEO



At a Glance

Company Name

Seatability
www.Seatability.com

Number of Employees

25 Employees

Primary Products and Services

Executive Office Chairs
Task Chairs
Patio Furniture
Office Design Consulting
Services

Application Used

SAP Business One

Target Market

Office Furniture Distributors
Office Designers
Commercial Design and
Building Contractors

Seatability

Manufacturers and distributes ergonomic office and leisure seating solutions at an affordable price.

Seatability, a contemporary furniture manufacturer and distributor based in Provo Utah, has developed a patented elasticity system similar to bungee cord technology that is revolutionizing the seating industry with its unique contemporary design, seating material breathe-ability and overall ergonomics. According to Seatability CEO Derek Perkins, “The key to ergonomic health is movement. The human body is not made to sit in a constrained position for eight hours every day. Unfortunately, traditional chairs remain rigid and unresponsive. They are not fluid spaces. We’ve developed a patented, advanced ergonomic technology that provides the user a new chair virtually every time they sit down. Your body has varying support needs that can change hourly. Our seating product line will respond to these needs throughout the work day, constantly varying pressure over back, legs, buttocks, and back.” Product configurations range from executive and boardroom style chairs to stackable and folding chairs for the patio.

Seatability’s business has taken off as a result of it’s innovative, high quality product and due to the fact that it’s priced significantly lower than their competitors. “Our lack of overhead costs allows us to give our customer’s the best chair money can buy at factory prices. We ship our chairs directly from our manufacturing facility

to our customers door. This allows us to deliver our chairs to the market at literally half the cost of our competitors,” says Mr. Perkins. “In addition, we feel we provide superior customer service compared to other chair manufacturers. We distribute our product through a variety of office furniture distributors, and we’re able to work collaboratively with design contractors who are designing entire office spaces with the need to coordinate a variety of office and meeting space requirements.

“Customer satisfaction is very important to us as a growing company and we were looking for a business system that could help us keep track of every customer and their individual needs. We stand behind

our product with a full warranty and make it a priority to stay on top of every customer issue or request in a timely manner. At the same time, we also wanted to be able to make sure prospect opportunities weren’t getting lost. The cost of a lost sale for a company our size is enormous and a system that can help us ensure we don’t let a sale slip by will pay for itself with just a single sale.”

“Having initially looked into a number of well known Customer Relationship Management (CRM) systems, we found that they were exorbitantly priced and lacked real-time integration with financials. We were surprised at how much these systems cost and how little they could actually deliver. After seeing SAP

Business One® at a local business trade event, we were blown away by what it could do,” according to Mr. Perkins.

Business One is a comprehensive business application solution encompassing capabilities such as: Financial accounting, order management, purchasing, sales opportunity management, service management, materials requirements planning, ware-

“It was definitely a combination of service and their technical superiority that eventually won our business. And Navigator has been extremely supportive and flexible to work with.”

house and inventory management and reporting. “In addition to managing

sales opportunities and customer requirements, we also wanted interactive, on-the-fly reporting in order to analyze product and channel sales trends, sales

resource performance, and profit mar-

gin analysis. Because the financials were completely integrated with sales and opportunity management we felt that Business One was a perfect fit for us.”

“As for our decision to work with Navigator Business Solutions,” according to Mr. Perkins, “it was definitely a combination of their service and their technical resource superiority that eventually won our business. Navigator has the same commitment to customer satisfaction that we have and they have been extremely supportive and flexible with us throughout the process and that has been very important to us at this stage of our company’s growth.”



Utah Office
Navigator Business Solutions
170 S Main Street
Pleasant Grove, UT 84062
Tel: 801.642.0123

Arizona Office
Navigator Business Solutions
4728 W. Whitten Street
Chandler, AZ 85226
Tel: 602.635.3766

Colorado Office
Navigator Business Solutions
6565 South Dayton Street
Englewood, Colorado 80111
Tel: 720.259.1253

www.NB1S.com