

**CUSTOMER SUCCESS STORY**

# Operations are Fluid for UltraClear Thanks to GWA Business Solutions

**CUSTOMER**

UltraClear

**INDUSTRY**

Automotive

**HEADQUARTERS**

Toronto, ON

**OTHER INFO**

6 Locations

BulkWasherFluid.com

**SYSTEM**

Sage Accpac ERP

SageCRM

Edisoft EDI

When it comes to Canadian winters, you don't want to be stuck without the necessary vehicle fluids to combat the cold. Yet in the past, many Northern car dealerships, trucking fleets, and lube shops often filled vehicles slowly, litre by litre...until UltraClear bubbled up with a better solution. By delivering windshield washer fluid and antifreeze into bulk containers, UltraClear provides a unique approach to managing a fleet of vehicles while eliminating the excess waste of plastic bottles and corrugated boxes. But while the company's mission was clear, its business management systems were a little murky.

"We were originally using Simply Accounting by Sage which, on its own, was sufficient," recalls Paul Alousis, UltraClear General Manager. "But we were never able to tie the accounting system into our distribution, delivery, and scheduling. We were entering the same data multiple times and 'touching paper' so often that the overall process was extremely tedious."

### The Process Was Freezing Up

UltraClear offers a "milk run" filling schedule that delivers product automatically, eliminating the need for customers to call ahead, place an order, and store pallets full of fluid-filled jugs. But this unique convenience posed a challenge to UltraClear's old system of accounting, invoicing and distribution.

Paul recalls, "We would schedule routes in Excel® and manually compile a list of customers who were due for more fluid. That data



was then manually re-entered into our customer management software (ACT! by Sage) and eventually re-keyed again into Simply Accounting for invoicing."

As if this duplicate (and often triplicate) data entry wasn't cumbersome enough, some of their larger customers, like General Motors and Ford, required electronic invoicing (EDI). "We had another set of manual tasks and keystrokes to perform for our EDI customers which meant we now had 4 separate applications and databases to manage ... and none of them were integrated," says Paul. That's when they turned to GWA Business Solutions (GWA) for assistance.

### Creating a Well-Oiled Machine

For over 25 years, GWA has been providing business software and technology solutions throughout Canada and the U.S. During their initial meeting, Paul knew that GWA could provide the right solution stating, "Their consultants have a tremendous understanding of business operations combined with extraordinary technical knowledge." The team at GWA implemented Sage Accpac Extended Enterprise Suite that combines SageCRM in

*(Continued on back ...)*



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*“We’ve totally eliminated all spreadsheets and duplicate data entry which is saving us a tremendous amount of time.”*

- Paul Alousis  
General Manager  
UltraClear

the front office with Sage Accpac ERP for accounting and operations in a single, integrated system. But since the GWA motto is “Solutions That Fit,” Sage Accpac and SageCRM only provided the foundation of what was to become a business system that fit UltraClear like a glove.

### **Customization Creates a Smooth Flow**

“There was no out-of-the-box program that would have worked for us,” explains Paul. GWA totally customized SageCRM, transforming it into a powerful delivery scheduling, routing, and dispatch tool. Paul says, “Now employees use SageCRM to manage customer accounts, schedule deliveries, and enter orders. Then all of the invoicing details are automatically transferred into Sage Accpac. We’ve totally eliminated all the spreadsheets and duplicate data entry which is saving us tremendous amount of time.”

### **Integrated EDI**

To better meet the requirements of UltraClear’s EDI customers, GWA collaborated with [Edisoft](#) - a company that offers a turnkey EDI solution that integrates seamlessly with Sage Accpac. Now, Sage Accpac recognizes which customers require EDI, automatically creates the appropriate data files, and those invoices are queued for approval and immedi-

ate transmission — all with the touch of a button. According to Paul, “Edisoft set things up and the rest happens behind the scenes. We just push a button and the EDI transmission goes out magically into cyberspace.”

### **Success is Overflowing**

“The quality of the analytics and reports we now have is tremendous,” Paul states. “We can track purchases, refills, average usage, seasonal trends and a lot more to better serve our customers, anticipate their changing needs and make the most efficient use of our drivers and their routes.”

With integrated CRM, Accounting, and Operations, UltraClear now has a complete 360-degree view of their business that is providing a competitive advantage. In fact in the time that they’ve been working with GWA, UltraClear has expanded into Western Canada with 3 offices and doubled in size without the need to add additional administrative staff to help with accounting.

“GWA really helped bring the whole thing together for us,” Paul says. “Without their help, we would have had to add staff at a much faster rate than with our previous system. But the best part is that our business—everything, from every angle—is crystal-clear, totally efficient, and fluid.”



### **GWA Business Solutions, Inc.**

Gail Wilson & Associates Inc. is proud to announce that we have acquired Florida based SUN Business Information to become GWA Business Solutions Inc. As Sage Select partners we will continue to provide solutions for our clients utilizing Sage Accpac, PRO, BusinessVision, CRM and technology consulting services to businesses throughout Canada, Florida and the Caribbean with value added expertise. Our team is growing to meet your needs. With more than 26 years of experience, GWA Business Solutions provides a total solution for your requirements.

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