



“ In my opinion, if you have SAP Business One, then you should also have rediSend. It is the perfect complement to an already robust software package. ”

Jay Lake – IT Manager

Background

Pequea has a large dealer network spanning across the United States, Canada and Europe. This network includes large dealerships with established communication infrastructure as well as small ones that are in very remote locations with limited access to communication technology.

In June 2008 Pequea implemented SAP Business One. Soon after the implementation Pequea started looking for ways to fulfill their customers' demands for faxing and emailing sales orders, invoices and statements.

The document printing function in SAP Business One was helpful but it could only print a batch of documents. The native emailing and faxing capabilities involved multiple steps and required processing one document at a time. This was very manual and time consuming. Some customers preferred fax instead of email while others still wanted a printed copy. There was no function to manage this customer specific requirement in SAP Business One. It took Pequea a lot of time each day to sort and process the different documents.

Pequea in search of a solution for several months came across rediSend. "rediSend seemed to have everything we were looking for. After installing the trial and using it for little over 2 weeks we were convinced that this was the solution we needed" says Jay Lake



“In a matter of three months we had a complete return on our investment.”

Rick Mussa - CFO

Ease of use

“As the IT Manager, I had to be aware of the learning curve and difficulty level of any software package before we implement it” says Jay Lake. The learning curve for rediSend is nearly nonexistent. If your end users know how to print, then they can use rediSend. From a setup point of view, rediSend was a breeze to install and upgrade. The software is flawless and has a virtually invisible footprint.

Efficiency

When we send our customer statements to rediSend it is sorted almost instantaneously and sent out in a matter of few minutes. “We no longer need to manually go through each customer and process one statement at a time” says Jay Lake.

Flexibility

Ability to set the Business Partners' preferred language has greatly helped us address the needs of some of our Canadian and European customers.

Savings

We were able to substantially cut our stationery, postage and printing expenses. “I believe we can call ourselves a GREEN company now” says Jay Lake

Final word

“We are very pleased to finally meet our customers' requests. Not only has rediSend made our customers happy but it has resulted in a streamlined document delivery process and a tremendous saving of our staff's time each day” says Jay Lake

Pequea [peck-way] Machine Inc. was founded by a local Amish farmer who wanted to dry his hay quicker. He started to build a fluffer tedder (the precursor to the models 710 and 910) on his farm located along the Pequea Creek in the Pequea Valley in Gordonville, Lancaster County, PA.

It was a long held local belief that Pequea is a Native American name that roughly translated to "Straight Arrow", hence the Pequea logo with the arrow design.

In 1990 Dennis Skibo came to Pequea to help run the companies sales and marketing. In 1992 Mr. Skibo bought the company. In 2001 the company out grew its 37,000 square foot facility and moved in to the present 100,000 square foot location in New Holland PA.

Pequea has now developed four product groups; Ag Equipment, Trailers, Turf Products and Commercial Wood Chippers. Pequea has grown from a small company with local customers to midsize company with dealers & distributors throughout North America and parts of Europe. Pequea is committed to a family friendly business model blended with innovation and growth. Pequea, Tradition in Progress.