

Long Standing Building Supplier Rebuilds Internal Systems In Time of Transition



In 1868, the Fourteenth Amendment was adopted, Louisa May Alcott published Little Women, Ulysses S. Grant was elected as President of the United States, and Benjamin Obdyke went into business.



Benjamin Obdyke Inc., a Horsham, PA based designer and provider of residential building products, was founded by the man who lent his name to the company. One hundred and thirty four years later, Benjamin Obdyke is still going strong by “creating tomorrow’s innovative building products today.” By keeping ahead of consumer demand, this forward-thinking business is “Built to Last.”

LESSONS FROM A LEADER

How do they do it? Coupled with an uncompromising commitment to customer service, Benjamin Obdyke understands people and economics. The company has seen many shifts and changes in needs and market demands during its time and has learned to respond appropriately. “To thrive in business, you need to take the time to know your customers, understand what they do, and discover their needs,” explained Rob Young, IT Director for Benjamin Obdyke Inc.

Another component of a successful company is keeping an eye on internal functions

and making realignments and changes as necessary. When Benjamin Obdyke recently reorganized and began to streamline some of its operations, it decided to include upgrading its accounting, distribution and shipping systems. Well into its second century of business, Benjamin Obdyke knows that a strong technological backbone is the key to a vigorous and reliable output of product and service.

FINDING THE RIGHT PARTNER

Top management became involved in the process and a thorough search for a total solutions provider was launched.

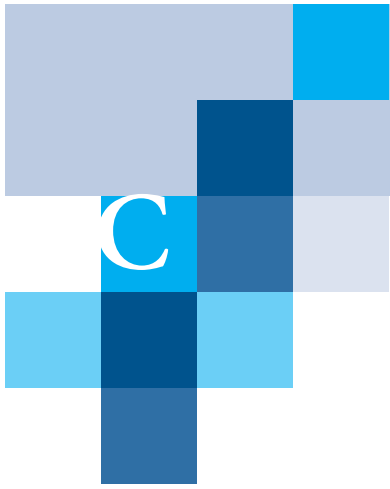
“We were very selective and did our due diligence,” revealed Young. “After a fair share of research, interviewing several companies, and checking references, we concluded that CompuData was the best solutions provider out there for us.”

CompuData and Benjamin Obdyke were a natural match. Both have similar philosophies: “Know your clients; know what they do.”

FINDING THE RIGHT SOLUTION

After understanding who Benjamin Obdyke Inc. is and how the company conducts business, CompuData recommended the MAS 200 distribution solution and the Starship shipping add-on. With MAS 200, Benjamin Obdyke is able to quickly generate reports, reconcile accounts receivable, and look at the total sales/accounting picture. Starship allows the company to interface with the three major carriers: UPS, FEDEX and USPS - an important shipping solution for a company whose shipping and receiving department is always busy.

One can barely imagine the amount of information that a company as established as Benjamin Obdyke is must have stored.



www.CompuData.com

2701 Commerce Way
Philadelphia, PA 19154
800.223.3282

2401 Whitehall Park Drive
Suite 300
Charlotte, NC 28273
888.889.3282

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Accurately transferring such volume of data is an important and crucial task. CompuData was able to provide a 100% data conversion from Benjamin Obdyke's former system right into MAS 200.

KNOWLEDGE IS POWER & TRAINING IS THE SEED

Another component that CompuData offers is thorough applications training. Benjamin Obdyke chose to take advantage of CompuData's training facility located at CompuData's headquarters in Philadelphia.

"CompuData's training programs are user-friendly," observed Young. "You don't have to be technologically savvy to understand what they are teaching. They make it simple, yet comprehensive."

CompuData provides training for each of its solutions, either at its locations or at the client's site.

ABSOLUTE CUSTOMER COMMITMENT

Management at Benjamin Obdyke has peace of mind knowing that CompuData is there for them far after the work order is fulfilled. Whether it is a matter of training, technical help, or further customization, CompuData is dedicated to providing the total solution which includes absolute customer commitment.

"We are pleased with our choice of contracting with CompuData as our total solutions provider," Young was happy to say. "They provide a first rate service, which includes ongoing support after the sale."

**BENJAMIN
OBDYKE**