



Bergen Sign Paints a Brighter Business Picture with Help from BSP

Established in 1918, the company is known for its superior quality of signage, being a union shop, and giving installers more training than its competitors.

Until 2002, **Bergen Sign Company** in Paterson, New Jersey, performed most of its accounting and financial tracking by hand. "We had some rudimentary systems, such as a point of sale software, but it was all very basic," says Rich Walker, chief operations officer.

Given Bergen Sign Company's emergence as a heavy hitter in the sign industry, the existing systems were no longer acceptable. "We had reached a point where our existing systems made it impossible for us to grow — and we were clearly poised for expansion."

CONFIDENCE IN BSP FOR PRODUCT SELECTION

When it came time to select a software system, Walker went about it in an unusual way. He picked the business partner, rather than the software product.

"Customer service is equally as important as the product itself, and after meeting with representatives from several resellers, I was confident that BSP would take good care of us. BSP recommended Sage 100 Standard, along with related business, manufacturing and distribution modules. Unlike many other products on the market, I could see that it would be a very long

time until we would outgrow Sage 100."

Bergen Sign Company now relies on Sage 100 Standard for automating almost every area of its operations. Employees use the software to manage receivables, payables, work orders, costs, labor and materials. Sage 100 Standard performs bank reconciliation and check writing, and generates all financial statement formats and related management reports that we need.

"Sage 100 Standard supported by BSP makes us feel more like a corporation than a small business. Our self-image has changed, so that we now take our place as one of the grown-ups in our industry."

— RICH WALKER
BERGEN SIGN

CREATIVE CUSTOMIZATIONS

"Although Sage 100 Standard can be used 'out of the box' with little or no customization, BSP provided us with a number of specialized reports and forms to meet the company's exact needs. The Job Cost module is one of the real workhorses around here, and we wanted to be able to write work orders tailored for different departments. BSP created reports that let us do this," says Walker.

"Also, we use Sage 100 Standard for estimating. BSP helped us design a custom report that allows us to provide professional looking estimates to customers. We can email estimates, or send them out as PDFs, which has streamlined the entire estimating process," he adds.

Bergen Sign uses custom sales reports as well, written with BSP's assistance. These reports track results by individual

sales people, including the quantity and value of estimates they generate. This has been a very valuable tool for improving productivity in the sales force.

“Actually, whenever I think of a report or form that could make us more efficient, I just call BSP. If Sage 100 Standard doesn’t already have it, BSP is able to help generate it for us,” Walker notes.

STELLAR SERVICE

BSP has lived up to Bergen Sign’s high expectations of service. “They’re great. If I call with an issue, they respond immediately. For example, the other day I was getting frustrated by two reports that didn’t correlate to one another. Within an hour, our BSP consultant had pinpointed the issue and resolved it,” he says.

“Another time, when we were still learning to use Sage 100 Standard, I was struggling with manual check entries,” Walker continues. “At my wits end, I called BSP. Their representative came right over, and spent the rest of the day walking us through the entire process

step by step. Not many vendors will do things like that these days.”

DATA AT THE CLICK OF A BUTTON

Thanks to BSP and the new software, Bergen Sign has seen many improvements. “We now have financial information that I never dreamed would be available to us. Reports like sales tax analyses which used to take an entire day to produce, can now be generated at the touch of a button. Similarly, real-time reports on our receivables have helped us stay on top of outstanding invoices, improving our cash flow,” says Walker.

“Overall, we have grown 20 percent every year since adopting Sage 100 Standard from BSP, and this was made possible in large part by the software. We see no reason why this growth won’t continue. Besides the bottom-line benefits, there are other advantages, too. Sage 100 Standard supported by BSP makes us feel more like a corporation than a small business. Our self-image has changed, so that we now take our place as one of the grown-ups in our industry.”

Customer Profile

CUSTOMER:

Bergen Sign Company.
Paterson, NJ
www.bergensign.com

INDUSTRY:

Sign manufacturer
& installer

Locations: 1

Employees: 20+

Size: \$3+ million

Users on Sage 100 Advanced: 10

SAGE PRODUCT MODULES

Manufacturing, Core Accounting,
Distribution, Job Cost

CHALLENGE:

Manual systems were
hindering expansion, and
prevented management from
obtaining accurate, timely
business information

SOLUTION:

Sage 100 Standard designed
and implemented by Business
Solution Providers, with a complete
suite of financial, manufacturing,
and distribution modules

RESULTS:

New system has supported
20% annual growth over the
past five years; check-writing
tasks that took half a day
can be done in 2 minutes