

## A Leading Independent Office Products Distributor Succeeds With A Technology Upgrade



### Office Solutions: A company that understands their customers.

As one of the country's largest independent dealers of office products, Office Solutions offers all the benefits of national purchasing power with a customer-centric philosophy and local, personalized customer service. Office Solutions, headquartered in Yorba Linda, CA is a comprehensive single source for business products:

- Office supplies
- Facility and maintenance supplies
- Printing and promotional items
- Green products
- Furniture and space planning
- Coffee service and breakroom supplies
- Technology supplies and equipment



Bob Mairena, President

Founded in 1984, Bob Mairena, Office Solutions President, notes that the management team periodically evaluates technology that allows them to deliver the best experience for their customers; they are always looking for ways to make it easier for customers to select, buy, and receive what they need, exactly where and when they need it.

With 32 trucks and 40 sales people to manage, Office Solutions faced challenges that a new technology solution needed to solve.

### The Search for a New System; A Disciplined Approach.

The decision to look for a new ERP solution was driven by growth. Office Solutions had outgrown their previous, "green screen" legacy system and found that it was not offering the cutting-edge technology that customers needed. The lifeblood of successful distribution, eCommerce, needed to be fully integrated with robust back-end functionality in order to compete with "Big Box" distributors.

In keeping with the culture of the company, analytics played a big part in searching for a new solution. With a list of 220 functionality capabilities, they investigated real issues for distributors, like how does it handle back orders, how does it transmit orders, and what is the eCommerce end-to-end experience. With a disciplined approach, they were able to determine what worked best for their company.

The Office Solutions' team were diligent about 'kicking the tires, talking to other users, as well as interviewing Microsoft about their commitment to the platform. After all that, they were confident with BMI as their choice.

*"We surveyed our customers who were using the legacy system and received feedback that our solution was below average compared to what was out there at the time. After implementing BMI's distribution solution, we surveyed our customers again. They came back with a much higher rating."*

*Bob Mairena, President, Office Solutions*

*"I led a whole evaluation process for 50-60 dealers who were part of a user group, to look at what options there were out there. Having gone through that process, all the dog and pony shows, all the meetings, (and we had multiple meetings) I felt that BMI was, by far, the better option."*

*Bob Mairena, President, Office Solutions*

## Converting to the New Solution Minus the Headaches.

The staff at Office Solutions did a lot of work to ensure the conversion process did not interrupt business. The IT Director made sure the teachers got taught, and the teachers taught everybody else. Attention to the details paid off as they converted over a weekend and never had any issues whatsoever. As Bob states, "It was incredibly smooth." The credit for success belongs not only to BMI's expertise but also to the efforts of the staff at Office Solutions.

*"We heard about all these nightmares scenarios (with other implementations) where orders got lost, people had to shut down and manually enter orders, and I was committed that we were not going to be one of those victims."*

*Bob Mairena, President, Office Solutions*

## The Results: Smooth Operations and Improved Efficiencies.

Embracing a Microsoft solution that is rock solid has led to fewer disruptions to operations. If any issues come up, typically there is resolution right away from BMI's very knowledgeable team.

Since management is not spending time dealing with technology problems, now there is freedom to think of innovative go-to-market ideas. Not having to spend a lot of resources on that technology means the business runs more efficiently.

Another benefit to converting to BMI's Office Products solutions is that they no longer have to do workarounds. Workarounds are band aids for things that can't be done efficiently - a result of the shortcomings of a solution. Bob tells us, "I'm not doing those dumb workarounds (anymore)." An integrated system ensures that the information is accurate, with fewer errors.

*"BMI has been very supportive and very responsive. The biggest benefit (of working with BMI's solution) is the fact that I don't think about it, I don't have phone calls, and it just runs, day in and day out."*

*Bob Mairena, President, Office Solutions*

## Working with the BMI Team.

*"The people at BMI have always been accessible to me. I have never had any service issues, and because of our relationship, we get attention, and we get responses. Their development team is fantastic."*

*Bob Mairena, President, Office Solutions*

This customer success story presented by:



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