

# 3rd Generation Company Saves Time & Finds Flexibility with Rockton

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Since 1938, Plymouth Inc. has supplied their customers with quality meat products at competitive prices. This Pacific Northwest company, with a storied history, is now in its third generation of ownership by the Block family, and continues to grow.

Plymouth's top priority has always been quality people, products, and passion. Recently reaching the 100-employee mark, they strive to maintain efficient operations, which include a main Seattle warehouse, a production facility, offsite cold storage, and a long-haul freight division, all servicing their delivery operations across the west coast and beyond.

In order to maintain their high quality standards, Plymouth sought to fully leverage their Microsoft Dynamics GP system to meet their specific business needs.

## **Working Smarter, Not Harder**

With 43 Dynamics GP users and a system overflowing with data, efficiency was key.

During their initial implementation of Microsoft Dynamics GP, the team at Plymouth identified major deficiencies with the built-in lookup capabilities. After seeing a demo of Rockton's SmartFill, Plymouth's GP Administrator, Jeff Litton, knew this was the solution to their lookup problems.

In February 2011, Plymouth purchased SmartFill, Rockton's google-style data search tool.



Litton was pleased with the simplicity of product setup and the ability to easily leverage SmartFill in other areas of Plymouth's Dynamics GP system.

"Beyond making it many times easier to control and tailor Dynamics lookups to our needs, SmartFill brought value to an otherwise single use window. We are able to add extra information to lookups that saves time every day for everyone that uses them," said Litton.

After using SmartFill for seven years now, Litton can't imagine Plymouth's system without it, noting the undeniable time-savings provided to their users.

"Saving 10 to 15 seconds per lookup adds up fast, and makes for a much better user experience. I would not recommend running GP without Smartfill," Litton says.



The birth of Plymouth - Post Alley in Seattle's famous Mike Place Market

## The Price is Right

The next system improvement came a year later, when it was time to tackle another critical business need: Pricing.

Plymouth has access to over 10,000 products from hundreds of suppliers. They service their customers with small to large quantity orders or fill one-time needs.

The Plymouth Sales and Accounting departments required pricing that was more robust and easier to maintain than GP Extended Pricing as they change prices weekly on more than 3,000 items. Adding to the complexity, they also have customer contracts for different customers, customer groups, and groups of items.

## Enter Rockton's Omni Price.

This pricing solution sits on top of Dynamics GP Standard pricing. The hierarchy built in to Omni Price allowed Plymouth to easily adjust pricing for multiple different situations. To further customize their solution, Litton and the Rockton team worked together to develop a custom SQL API to aid in lookup pricing for their unique needs.

According to Litton, the flexibility provided by Omni Price is extremely valuable to the day-to-day operations at Plymouth.

"With over 1,000 customers and over 3,000 items priced a week, there are so many variables that Omni Price allows us to achieve. I was very happily with the way Rockton was able to help us," Litton said.

## What it means to Work Simpler & Easier®

With the help of Rockton's SmartFill and Omni Price add-on products, Plymouth is able to further reinforce their commitment to quality people, products and passion.

According to Litton, their relationship with Rockton is no exception. "With responsive and intelligent people that care about the customer, and useful intuitive products, Rockton continues to be the best ISV that I work with," says Litton. "In fact, I am going to be adding their Auditor product this year."

## About Rockton Software

*Rockton Software, a Microsoft Dynamics Partner, is an Independent Solutions Vendor (ISV) headquartered in Lafayette, Colorado. Established in 1999, Rockton is a creative company that focuses on add-on product offerings for Microsoft Dynamics GP, business applications for Microsoft Dynamics 365, and custom development. With over 2,000 companies and more than 55,000 end-users, Rockton is dedicated to making your work simpler & easier®.*



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