

# AS SEEN IN

## Jacon uses technology to grow after losing one of its biggest accounts

Headquartered in Chatsworth, California, Jacou Fasteners & Electronics is one of the fastest growing distributors of hardware, fasteners and electronics to the mid-market aerospace industry even after losing one of its biggest accounts. "Thankfully, we invested in new business software when we did," said Don Wientjes, President of Jacou. "If we hadn't, we certainly would not be where we are today."

Jacon was not only able to offset the loss of a major account that made up over 25% of its annual revenue; it was able to quickly generate enough additional business to show an overall increase in sales. "By having our new business software in place, EPDS, developed by Axiom Software, it enabled us to better satisfy our customers' desire to maintain tighter inventory requirements by supplying up-to-the-minute inventory management reports." Because of this, we were able to secure long-term contracts and pre-sell anticipated requirements," Don explained. Jacou was able to target second and third tier customers that in the past didn't have the resources and time to quickly run reports by product and frequency of use as the basis for an outbound personalized telemarketing effort," said Mark Wientjes, Vice President of Jacou.

As part of the telemarketing effort, Jacou pitched new business by introducing its real-time reporting capabilities to prospects that were tired of dealing with distributors that weren't able to instantly supply up-to-the-minute information such as: order status, lot number and shipping weights. The contact manager in EPDS allowed Jacou's sales people to record detailed notes on a later date, so that by the third call there was a real chemistry over the phone and the prospects were willing to let them bid on some orders. Don explained, "Since my father started Jacou as a one person operation back in 1956, using Codex cards to keep track of sales and purchases, it's been understood that to be competitive and grow the business we needed to have information at our fingertips. That belief has not only helped us differentiate ourselves among our competitors, it has enabled us to grow into a multi-million dollar company with over 36 full-time employees."



Choosing EPDS was not a rash decision especially since this was going to be Jacou's fourth software change. The executives at Jacou spent several years doing their research and even flew around the country to meet with various software companies to review their capabilities and resources before finally deciding upon Axiom Software. "They understood our business better and there was good chemistry...they had a...do more attitude," said Don.

Jacon needed a comprehensive, fully-integrated, scalable, customizable business software program that would be easy to learn and use by all the different departments personnel. Specifically to the warehouse personnel, the following features: lot traceability, outside order processing, a strong contact management component, and multiple real-time reporting capabilities.

Don explained, "I didn't want to look for someone to run a report for me and hear we can't easily access that information." Now I can quickly and easily generate any report I want based on any criteria. For example now I can run a single-page financial summary report that instantly gives me a complete picture of my business including our receivables, payables, cash, inventory levels, bookings, returns, sales and gross profit...and that's technology at its best...Technology that that lets us do more!"


About Jacou Electronics & Fasteners: Founded in 1956, Jacou is a privately held corporation dedicated to distributing hardware, fasteners and electronics to the mid-market aerospace industry. To learn more about Jacou

please visit their website [www.jacon.com](http://www.jacon.com)

About Axiom Software: Axiom Software, headquartered in New York, is one of the leading developers of custom software and critical industry segments, such as electronic and fastener parts distribution and brokerage. To learn more, please visit [www.axiomsw.com](http://www.axiomsw.com).

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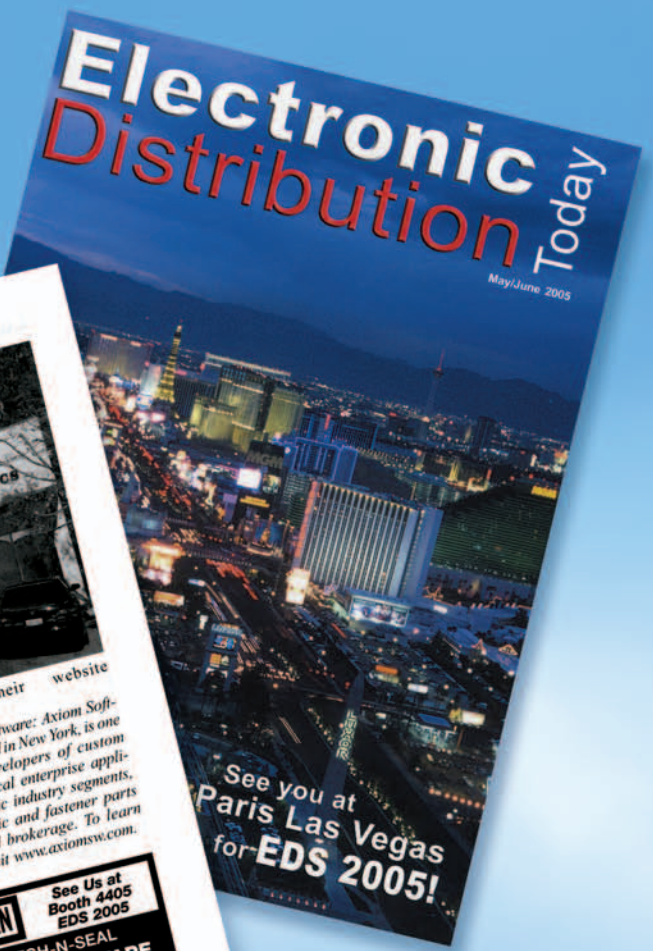
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