

# Thalerus: Custom solutions are always available

Benjamin Office Supply & Services, Rockville, Maryland, selected the Thalerus Group to run its office supply company years ago and continues to find it to be the ideal choice. “It covers all the intricacies of running a company from financial to sales to operations to supply chain,” says Daniel Benjamin, vice president. “It consolidates and centralizes the way our company is run.”

The Thalerus system oversees and automates operations in four main areas: sales, financial, operations and fulfillment.



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Thalerus also runs and supports the Benjamin Office Supply e-commerce website. The way the site has been developed, every visitor is treated to a custom format including pricing, shopping lists and favorites lists. The format was developed over the years with input from Thalerus users; changes suggested by users have been added to the system and now all dealers benefit from these enhancements.

The resulting website is clean, clear and easy to navigate. “The customization makes the customer feel that it is their account,” says Daniel Benjamin. Iconography that was developed for the site readily identified the different product categories that are available. It also enhances the dealership’s ability to easily showcase

All four modules work together. “The most important part is to make sure that products get to our customers,” says Benjamin. “That is the priority.”

Some might say that everything starts with sales and it is the sales module that leads the way with the variety of reports that can be generated. Everything from overall sales volume and gross profit to comparisons to last month and last year. At the same time it offers quick looks at where sales are increasing and where they might be declining. “I think of it as a CRM system because it houses all of our client information and provides product usage data and contract usage data for each client,” says Benjamin.

The fulfillment module tracks supply chain needs and sources while it navigates seamlessly between offerings from the two national wholesalers. Decisions on which wholesaler gets an order are based on price and availability along with additional parameters set by the dealership. “Thalerus helped us write the program that automates this process,” Benjamin adds.

The four modules readily share data and the system performs accounting functions such as accounts receivables. “All the data is integrated so there is no need for a separate accounting system,” says Sandy Benjamin, president.

specific products and the latest offers.

Of special importance are the advantages gained through Thalerus as a cloud-based system. “Other systems we’ve had required us to go out and buy hardware and maintain it,” says Sandy. Even with all the data in the cloud he never felt he was giving up control. Thalerus has been totally responsive and has not missed a beat with its hosting, he says.

Daniel maintains that having the Thalerus system running his business gives him confidence in the marketplace. “I feel like we really have a leg up because they have been ahead of the competition, not only in e-commerce capabilities but also in terms of the reports I can use,” he says. “It just feels like I am a step ahead.”