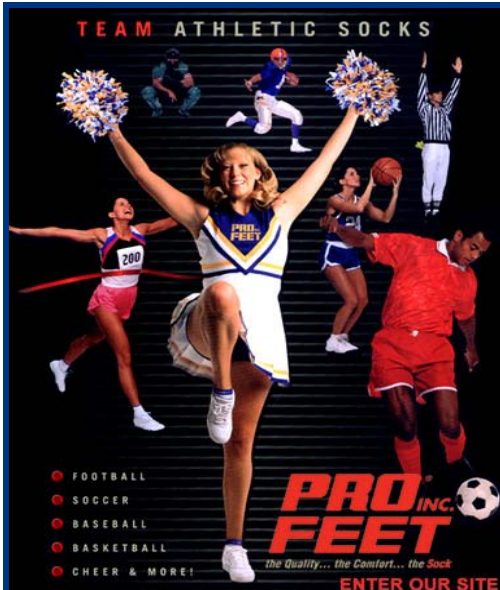


Success Story

One of a series of articles celebrating the success of companies using today's information technology to solve operational problems common within their industries and beyond.



Russell Wilson, Founder and CEO

A Quick Summary

Company Profile

Manufacturer and distributor of athletic team, uniform and custom socks, as well as cheerleading apparel, since 1979. Located in Burlington, North Carolina.

Information System Needs

The need was for easy to use yet comprehensive software.

Current Software & Hardware

SouthWare Inventory Sales, AR, AP, PR, GL and ReportMate. 8 users on Acer hardware with Microsoft Windows.

Benefits

"We like the way all the modules are completely integrated with each other and with our Pitney-Bowes shipping system."

—Callum Brown, VP of Operations

Comments

"SouthWare was easy to implement and fits our business very well. It has good prompts and is easy to use. Everyone is satisfied with it!"

—Lynda Justice, Accounting

"I'm glad to be dealing with a reliable company to maintain and keep up with our software. Our previous vendor was a one-man show and you might get an answer in one day, or maybe ten days."

Visitors to Pro Feet headquarters are greeted by this plaque, prominently displayed. It expresses a single-minded focus and purpose:

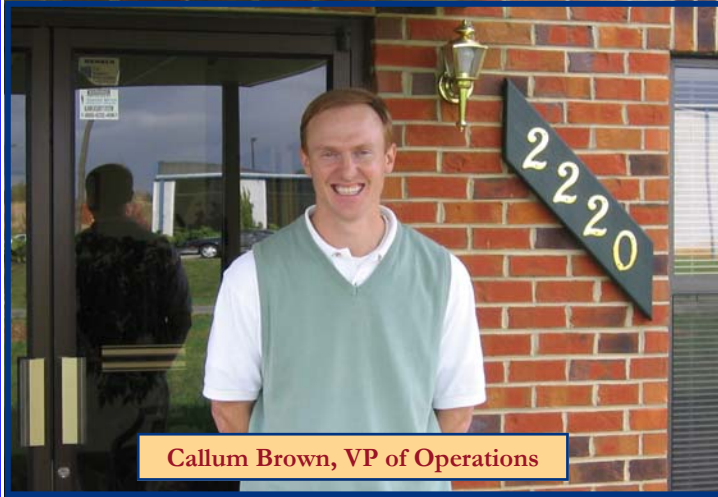
Rules for Success

1. Take care of the Customer
2. Take care of the Customer
3. Take care of the Customer

Taking care of the customer at Pro Feet means providing socks of the highest quality, offering superior value at a competitive price and always following through with unparalleled customer service. It is having what the customer wants when he or she wants it. It means being flexible, responsive and innovative.

A big challenge in the sock industry today is low-priced imports. But the most important trend is demand for the latest fashion, whatever that might be. You need to spot a trend early and respond quickly before buyers have gone on to something else. That can be viewed as a problem or an opportunity. Pro Feet sees it as an opportunity!

Innovation demands staying close to customers, listening to their needs and being ready to make decisions quickly. These qualities are building close relationships and long-term success at Pro Feet!



Callum Brown, VP of Operations

“We focus on being innovative, responding quickly to change and having the best customer service in our industry.”



Lynda Justice, Accounting

“Our relationship with Carolina CIPHER is excellent. They are very helpful and always get back to me promptly.”

How is Pro Feet unique?

It starts with Russell’s skill in building relationships, so that people want to buy from him. Beyond that it’s our determination to be productive, and to provide the very best combination of quality and value backed by great customer service. Our market dictates that we carry unique colors and fill orders regardless of how small they may be. We think we do that better than anyone.

Do you sell anything besides socks?

We also stock cheerleading apparel items and accessories such as briefs and body suits. This is a relatively new market for us. It accounts for only a small portion of our business now, but we think we have growth opportunities with these items.

How are your products distributed?

Our products are sold through manufacturers rep sales agencies throughout the United States. We take pride in our sales reps and feel they are the best in the industry. We’re selective in recruiting agencies to sell our products, and

then make every effort to train and orient the salesmen so they know our products very well.

What are your future plans for SouthWare?

We are not using bin locations in the warehouse and I hope to change that. SouthWare will print the orders in bin location sequence. That will simplify training new employees and increase our efficiency.

How would you advise other companies looking for new information systems?

Dealing with a reputable company like yours would be paramount. Being sure the software fits your business well is important, as is the ability to customize as you can do in SouthWare. Look for the availability of training classes. Your classes have been very helpful, and I plan to send additional members of our staff to them in the future.



Pro Feet’s spacious new Burlington, NC warehouse with a portion of their ready-to-ship inventory.



Lisa Eubanks and Gary Dillon filling a customer order.

For more information please contact Carolina CIPHER at 800-948-9968X5, Email sales@ccipher.com, or visit us at www.carolinacipher.com.

