

ABS and Acumatica Fuel Growth and Innovation at Drinkwater Products

[Drinkwater Products](#), established in 1987, is a family-owned business focused on oil and gas pipeline maintenance products. Their 2 locations in Louisiana and Texas provide high quality pipeline pigging products, Pikotek flange isolation kits and other pipeline maintenance products. They provide value by combining deep technical expertise with a great customer experience to provide the best solutions for their customers, quickly and affordably.

Managing thousands of inventory combinations for pipeline maintenance equipment is a complex, fast-paced job. When Drinkwater Products realized their QuickBooks solution was slowing down customer service and custom order processes, they knew they had to make a change.

Drinkwater Products Reaches Data-Storage Limits & Has Inventory Crisis

After using QuickBooks for 20 years, Drinkwater Products hit their data-storage limits. They would have happily upgraded with QuickBooks, but the product couldn't meet their evolving needs. They also needed more affordable user licensing, so the sales and warehouse teams could stop interrupting the office to confirm critical order information.

“ [QuickBooks] was a limitation to the growth of our business. At the time, we probably didn't realize that. Now, in hindsight, [upgrading] is something we should have done sooner. But when you're juggling 50 things – if it's working decent, you aren't going to try to rock the boat. ”

— Craig Brentlinger,
Partner, Drinkwater Products

Most importantly, QuickBooks couldn't handle custom assembly substitutions, which constituted approximately 10% of Drinkwater's orders, and the accounting software couldn't track their inventory.

“The inventory accuracy was all over the place,” said Craig Brentlinger, Partner at Drinkwater Products. “Inventory was so skewed that if we saw any inventory number under 10, everybody would just get up and go look in the warehouse to make sure we actually had it.”



COMPANY

Drinkwater Products

INDUSTRY

Oil & Gas

CHALLENGE

QuickBooks' constricted inventory management, customer service, order speed, and operations

SOLUTION

Acumatica Cloud ERP with unlimited user licenses, customizable Power BI dashboards and reporting, and flexible automation

ABS: The Local Company That Excels through Great Service Provides the Answer

Brentlinger reached out to other industry leaders and his C12 peers to investigate his options. "The funny thing was that with the people in our industry, 75% of them told me, 'This is what I'm using, and I hate it. So don't use it.'" A competitor in the process of migrating to [Acumatica Cloud ERP](#) "raved about ABS and their customer service."

"For us, having somebody local that you can talk to face to face was helpful."

Brentlinger called Accounting Business Solutions (ABS), who won Drinkwater's business. "For us, having somebody local that you can talk to face to face was helpful," said Brentlinger. Plus, "ABS is very knowledgeable about Acumatica, and their ability to do things

they needed to for our system after hours or on weekends was huge for us."

To help smooth the go live, ABS led the initial training for Drinkwater's team with included performance tests. "That saved hours of time for me and really prepared the team," Brentlinger said. "Rena [at ABS] was always there to help answer questions too."

Acumatica Averts, Transforms & Solves the Inventory Crisis

Now Drinkwater Products has a high-performance ERP solution with cloud access to customizable reporting on demand. Executives can see real-time, personalized KPI metrics via Acumatica dashboards and queries. Acumatica's automated bank reconciliation gives them accurate insight into their real-time cash position. Sales is more proactive with customer service because AI in Acumatica's shipping dashboards highlight issues, so they can fix problems before the customer calls.

"Those dashboards have made our business so much more efficient," said Brentlinger.

Acumatica's unique unlimited-user pricing model has made every Drinkwater team member more self-reliant and productive. Warehouse team members can find items faster on their own without interrupting the office, and Sales saves time with streamlined processes for custom order substitutions.

Best of all, their inventory processes are transformed. "Now when we see that something is in stock, we actually have it in stock," said Brentlinger. "We're setting up barcode systems and can now do cycle counts. Our inventory accuracy is way better than it was."

"Inventory replenishment takes probably 75% less time now," said Brentlinger. "With QuickBooks, it used to take a whole morning of manual work to create Purchase Orders, but now it's like two buttons. I don't dread having to do a stock order now."

"Those dashboards have made our business so much more efficient."

ABS Matches Their Clients Dedication to Serving Their Customers

When asked to explain ABS's value to the pipeline pigging and integrity management industry, Brentlinger sees the parallels:

"My father-in-law used to say, 'If you want electricity and gas to your house 24 hours a day, you can thank the oil and gas industry because their people are working 24 hours a day, 7 days a week. They don't just run the pipelines Monday through Friday, 8-5.' One of our benefits is that we are available 24/7 too," Brentlinger explains. "We answer your calls after hours and do weekend callouts. To me, the fact that ABS is willing to do the same thing for us... goes a long way to adding value and showing us that they care about and understand our business."

"ABS... shows us that they care about and understand our business."



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