



COMPANY
Keen Canada

BUSINESS
Outdoor Footwear Supplier

FINANCIAL SOFTWARE
Sage Accpac

“
THE BENEFITS [OF
doc-link] WERE REALIZED
IMMEDIATELY, SAVING
ABOUT ONE HOUR
PER DAY PER
REPRESENTATIVE IN
FILING, FAXING AND
MAILING DOCUMENTS.

”

Bob Hanna
Director of Finance
Keen Canada



Company Background

Keen Canada began with a moment of pure vision – innovation, hybrid products and connecting with the outdoors. As a supplier of quality outdoor footwear with an environmentally responsible conscience, Keen Canada established itself into a progressive entity committed to making small changes for a big difference. Its products are distributed through high end retailers worldwide through a wholesale distribution channel.

Challenge

With humble beginnings in 2007 as a subsidiary of Keen Worldwide, Keen Canada quickly grew to enjoy over \$15 million in revenues in Canada alone. With growth comes some growing pains, however, and Keen Canada soon discovered that their original ways of operating as a small company was not going to work well with their expanded offices and workforce. “When an order comes in, we would typically print a formal order confirmation and either mail or fax a hard copy to the customer,” said Bob Hanna, Director of Finance. “In reality, as sales increased, that didn’t happen every time so there were errors and it became a significant time commitment. With growth at 25-30% a year, paper became uncontrollable,” added Hanna.

Their paper process and efficiency pains were clear. “We wanted to find a solution to our paper problems before we expanded further into additional offices, where these issues would be magnified,” stated Hanna. “Our quest was to get rid of paper in the ERP. Not to mention, as an environmentally focused company, our aim was to look for ways to lower our carbon footprint, so this became a top priority for us.”

Solution

That’s when Will Booth with D&A Business Management Solutions suggested Sage Accpac *doc-link*™. Will had visited with Altec at the Sage Insights conference to learn more about *doc-link* and its integration with the Sage suite of solutions, and felt it was the solution Keen Canada needed. Paramount to Keen Canada’s decision was a solution’s integration with Accpac since they have multiple applications tied to it, and wanted a seamless process. As the Sage exclusive Endorsed Solution for document management, Hanna felt confident in *doc-link*’s tight integrations with Accpac. Furthermore, after researching Altec’s history and learning more about Altec’s reputation in the industry, Hanna made the decision to proceed with *doc-link*.

Benefit

Today Keen Canada is utilizing *doc-link* to handle its order confirmation process. “I was pleasantly surprised during installation to find out how many more features *doc-link* offered,” stated Hanna. “Right now we’re just using phase one of *doc-link* and our customer service department loves it. We’ve been trapping what were formerly paper documents into *doc-link* and distributing them right from the solution to the customers in whatever format they needed, whether it be fax or email. The benefits were realized immediately, saving about one hour per day per representative in filing, faxing and mailing documents,” indicated Hanna. Picking up an hour of productivity each day for each of the three customer service reps equates to freeing up 780 hours annually, which equates to almost half of a FTE (Full Time Equivalent). With Keen Canada’s projected growth, this savings is real in that they are able to defer to hiring of additional staff because the existing team can handle a 12.5% increase in calls/transaction due to the implementation of *doc-link*.

Other hard dollar savings are also being realized with just the phase one use of *doc-link*. Considering the cost savings of paper, offsite storage and retrieval, and the labor associated with processing and accessing paper documents, the anticipated savings per year with phase one *doc-link* is anticipated to be around \$25,000.

“We’re looking forward to implementing phase two in the Fall, before our busy season, with the workflow module,” added Hanna excitedly. “That will help us communicate timely and accurate information between the different departments in the company to better serve our customers, since we’ll no longer have to wait for paper documents to arrive or spend time searching for information. *doc-link* will help us automate our manual processes and give us visibility to any document or information at any point in the process. This will translate to heightened customer service with reductions in shipping errors, which ultimately helps boost our profitability.” ▲

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