



# EmbTrak & Equation Technologies Stitch Together a Technology Partnership in the Highly Customizable Decorated Products Industry

EMBTRAK™

## Customer

EmbTrak

## Industry

Decorated Products

## Challenge

Equation Technologies' client needed a flexible & fully integrated solution to better manage customer information & order workflow.

## Solution

Equation Technologies integrated EmbTrak with Sage 300 to streamline the client's internal ordering system & pricing matrix.

## Results

- Streamlined operations
- Fewer data entry errors
- Improved customer service
- Integrated partnerships & better solutions for clients.

*Reinventing Embellishment Workflow* has been DV Brown Company's, the developer of EmbTrak, mantra for more than a decade. Since 1999, DV Brown Company has developed and supported technology solutions that meet the needs of enterprise-level embellishment companies throughout the United States.

## EmbTrak's Advantage

"We entered the decorated products software market because there was a lack of available software that offered an integrated system for embroidery order fulfillment," reflects Don Brown, owner and founder of DV Brown Company. There is a significant amount of data that needs to be maintained in the decorated products market. There could be multiple logos and placement on a garment in addition to text and thread colors. Ensuring that each garment receives the proper treatment of logos, text and colors is typically a time-intensive manual task. EmbTrak houses and automates these specific details making orders and re-orders simpler while reducing turnaround time and streamlining processes.

EmbTrak was developed with integration to a sophisticated ERP solution, such as Sage 300, in mind. "Customers can have the best of both worlds – EmbTrak to handle their customizable pieces of data for each order and Sage 300 to manage the customer and order information as well as the rest of their business," said Don. Integration is a key factor for streamlined operations as it allows for orders to flow from Sage 300 directly into EmbTrak without the need to re-enter customer and order information, this results in fewer data entry errors and time savings. Both systems are Windows-based and operate on the SQL platform, which allowed for a compatible foundation for the interface.

When Chef Works, a supplier of uniforms and accessories for the restaurant and hospitality industries and current Sage 300 user, wanted to automate their workflow, they turned to their trusted partner, Equation Technologies for help. After some research, Equation Technologies found EmbTrak.



## Creating a Better Partnership

Nearly 30% of Chef Works' orders require custom embroidery. "We had been tracking the embroidery manually on spreadsheets," said Dave Roth, Chef Works' COO. "There was so much paper being moved between departments, which led to a high degree of redundancy and opportunity for keystroke errors." Chef Works needed the ability to have their customers confirm their embroidery options and have the entire process tracked. By doing so, Chef Works would reduce errors and improve customer service.

Chef Works selected EmbTrak to manage the embroidery process. "We had three companies working together as a team – us, Equation and EmbTrak – and it worked out great," said Dave. "We have an order entry system housed in Sage 300 that integrates with an autonomous embroidery entry system.

The next piece was to develop a way for customers to enter their own orders. We built an order entry portal that our customers can use to completely manage their orders. They can select the exact garment and embroidery options and see it on their screen before ordering. The orders flow through EmbTrak, to Sage 300 and onto the warehouse floor for fulfillment."

## Streamlined Ordering Process

The integration has significantly streamlined Chef Work's internal ordering system. When a customer orders from Chef Works, a Sage 300 order screen is launched. After the garment order is keyed in, EmbTrak is launched from within Sage 300. Here, all of the relevant decoration for the order is keyed in.

Equation Technologies designed a complex pricing matrix that is then activated based on the decoration selections. All of the pricing detail is sent back to Sage 300. The customer receives both pricing as well as a listing of the garments ordered along with all of the personalization for each garment. From within this notification, the customer can select a web link that takes them to the Chef Works website so they can approve their order. EmbTrak records the customers' initials, date, time and IP address of when they approve the order.

Following approval, the order advances to the next phase of the production process. "Chef Works' ordering and approval process is easily the most sophisticated in the industry," said Don.

EmbTrak and Sage 300 also integrate during order picking, shipping, back orders and invoicing. "Often times when a customer asks you to work with another vendor and a specific system that is in place, well, you just never know what you are going to get. Equation Technologies is top notch. Their true spirit of cooperation contributed greatly to the success of the project and the success of Chef Works," said Don. "They were ethical, professional and knowledgeable about the manufacturing and distribution industries. Sage 300 proved to be an easy solution to integrate EmbTrak into. We would enjoy the opportunity to work with Equation Technologies and Sage 300 again."

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*Dan Brown  
DV Brown Company, Owner*

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