



GARTMAN DMS

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Presented by



for Bravo Services, LLC

CASE STUDY – ELIAS WILF

Based in Maryland, Elias Wilf is a fourth-generation, family-owned flooring distributor serving the Mid-Atlantic region since 1915. They are also a long-time partner of Gartman, utilizing Gartman's Distribution Management Software (DMS) for over 25 years.

Due to market pressures, Elias Wilf recently enlisted the help of our Professional Services team with a goal of improve operating expenses across the company. After a thorough consultation, we determined a software efficiency audit would be the best course of action.



To begin, Gartman created a detailed plan to audit every department at Elias Wilf, looking for ways DMS could be used to eliminate or streamline current procedures. A representative from Gartman traveled to the Elias Wilf corporate office and spent 2 full days on site, meeting one on one with various department leaders and daily DMS users. This gave the Elias Wilf team the opportunity to show Gartman how they were currently utilizing the software, along with any issues that needed to be addressed. In turn, it allowed Gartman to see Elias Wilf personnel using DMS in their typical day to day, operational manner.

“The Gartman system has made a significant contribution in lowering operational costs, improving our overall corporate efficiencies, and most importantly - enhancing our bottom line. Gartman has been an integral part of our success.”

— Jeff Striegel – President, Elias Wilf

During the audit, Gartman discovered new business cases DMS could address. After working with Elias Wilf to create a development plan, **we began rolling out solutions just a few weeks later.**

After the on-site visit, each department received a targeted pain point analysis report, detailing how to use the software more efficiently and suggesting changes to existing policies that would improve their workflows. Each area that was addressed included detailed instruction and served as a point of reference for personnel at Elias Wilf moving forward.

In addition to the audit, Elias Wilf also began utilizing Gartman's B2B E-Commerce tool to deliver an online shopping experience for their customers. By offering a web-based platform to purchase Elias Wilf products, they were able to **convert 24% of daily sales from phone-based to online orders**. This greatly increased customer engagement while relieving pressure on the internal customer service department.

“No matter the day or time, Elias Wilf customers can place an order, check stock, confirm pricing, view orders, or review an invoice thanks to Gartman. It allows our customers to manage as much or as little of their account as they feel comfortable doing.”

— Jeff Striegl – President, Elias Wilf

The result of these projects was staggering.

Gartman was able to help Elias Wilf reduce operating expense, reduce overhead by 30%, and deliver 5% to their bottom line.