

# Experience the NSA Touch

A Professional Service company focused on helping businesses utilize tools and technology surrounded by industry standards and best practices to reduce costs and increase profitability.



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**NSA**  
THE HUMAN SIDE OF ERP



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# Our Company

NSA Computer Exchange was founded in 1984, with the goal of helping businesses and entrepreneurs to identify and implement technology to improve business performance and reduce cost.

**You'll find that we believe relationships and communication is the key to a successful business partnership.**

We're responsive to our client's needs 24/7, deliver what we sell, and provide continuous support for your new technology solutions to ensure your organization fully adopts and utilizes all of the benefits available to you.

**Our people, our experience, and what we call "The NSA Touch" are what make us unique from our competitors.**

There are many other companies who can implement a new ERP

solution for your business, but none have the experience we bring to the table or the personal approach we take. We establish relationships with each and every client, and we maintain an ongoing relationship with you throughout our engagement – and beyond. Just as you have lawyers and accountants for your business – NSA is ready to be the technology partner for your organization.

Our business model allows us to work alongside you long term, providing regular optimization reviews to insure you continue to use your software effectively.

With over 3 decades of experience in the industry, you can be sure our team has the right combination of experience and complete dedication to your success, which sets us apart from other ERP providers.

The depth of expertise in our staff is second to none. Our people have knowledge in all areas of business:

- Accounting & Financing
- Inventory & Warehouse Management
- Mobility
- eCommerce
- Business Intelligence
- Cloud-Based Enterprise Applications
- Networking/Infrastructure
- Supply Chain Management
- Sales & Project Management



# Our Strategy:

We believe we have the **right product, the right process and the right people** to ensure a successful partnership. “The NSA Touch” is our personal commitment and total immersion into the success of your project.

You won’t find “The NSA Touch” anywhere else. From our first introduction to the day we go live at your business, NSA is present. We are involved in every step of the project; we stand shoulder to shoulder with you and your people addressing all your implementation requirements.

We understand that implementing a new software system isn’t your highest priority – running your business is. We take the reins as much, or as little, as your company needs.

## “The NSA Touch” is a Team Approach

Our team approach supports you every step of the way with

collaboration before, during, and after you “go-live”:

- Onsite training with your staff on your data
- Hosting web-based meetings
- Working side-by-side on data conversions
- Proactive management of your project

## “The NSA Touch” is Our Personal Commitment to You

Ask any of our customers, many of whom we are also proud to call friends. NSA makes a commitment to you – and your company – for the long haul. We look forward to partnering with you. If you’re seeking that personal commitment and involvement, **The NSA Touch is the answer.**



You'll notice the difference that **The NSA Touch** makes from day one! We immerse ourselves in your project and commit ourselves fully to your success.

We understand that implementing an ERP solution can be a challenging process, but we're here to help you **every step of the way.**



What does The NSA Touch mean to you and your distribution business?

# NSA Touch

The NSA Touch is our personal commitment and total immersion into the success of your project.

With **The NSA Touch**, you can get the ERP solution you need to run your business as efficiently as possible and make more money.



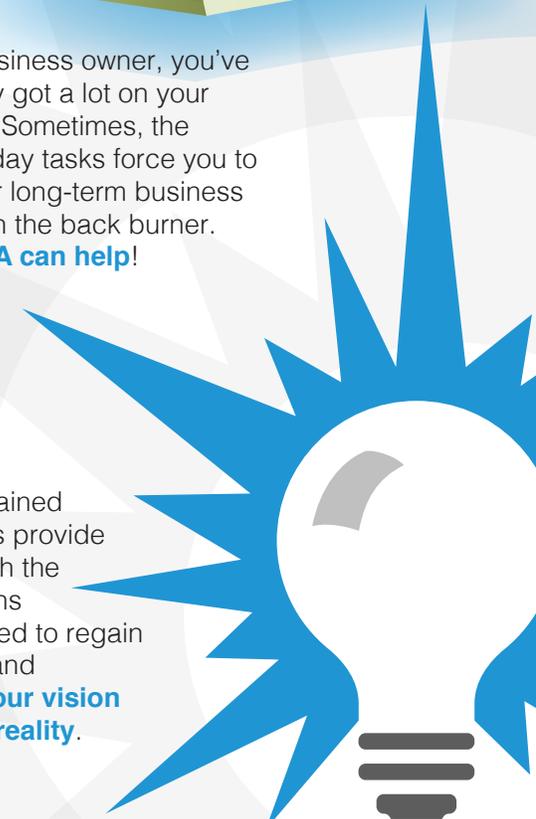
**We have working knowledge** in inventory and warehouse management, accounting and financing, software development, eCommerce, business intelligence, networking, communications, and sales and project management.

We've got 30 years of experience bringing the NSA touch to businesses like yours. **We want to help YOU next!**



As a business owner, you've already got a lot on your plate. Sometimes, the day-to-day tasks force you to put your long-term business goals on the back burner. **But NSA can help!**

Our trained experts provide you with the solutions you need to regain focus and **turn your vision into a reality.**



# Senior Staff

NSA's team is a group of resourceful thinkers and ERP veterans who are committed to learning and applying useful new technology to our customers' needs.

NSA business consultants have worked with distribution companies and companies like yours for decades – making them perfectly suited to understand the specific challenges and needs of your company.

We're unique in that our consultants stay with NSA for a long time – many for more than 20 years, because they share the overall passion we have for building relationships with each of our clients.



**Neil Smilowitz**  
Founder & CEO



**Patrick VanPutte**  
President and COO



**Brian P. Weaver**  
VP of Cloud Services



**Kathy Lundquist**  
Senior Business  
Consultant



**Colin Rhyno**  
Senior Business  
Consultant



**Linda Gavin**  
Senior Business  
Consultant



**Bill Socie**  
Senior Business Consultant



**Jason Kan**  
Director of Development



**Lidvina Yoon**  
Senior Programmer  
Analyst



**Ivan Blum**  
Senior Programmer  
Analyst



**Richard Smilowitz**  
Senior Systems  
Engineer



**Jon Yourman**  
Senior Systems  
Engineer



**Ann Luciani**  
Senior Support -Project  
Manager Specialist

# Our Ideal Clients

**If you're feeling the pressure to compete with more successful companies in your industry -**

there is no question about your need to update your technology and improve your processes.

Your competitors are crushing you because they have moved to a modern ERP with better capabilities for improving business efficiency, decision-making, and increasing revenue.

**We have helped many family-owned businesses that are multi-generational.**

Often, one of the grandchildren are running the warehouse and the technology that served the needs of the company in the first two generations is no longer competitive or meeting the needs of the modern-day company. The grandchildren understand the need for mobility and using technology to improve the efficiency of the warehouse.

Our ideal clients are often multi-generational, family-

owned businesses looking to modernize their technology.

**Our ideal clients enjoy the trusting relationships that the NSA team strives to build. We get involved as much or as little as you need.**

Our ideal clients start out fearing the business interruption that comes from undertaking an ERP upgrade - and we can't wait to help you through the process, minimizing interruption, and ensure your team is trained on the effective use of your new system.

We understand it can be tough on you to take steps toward your business goals and to implement new processes for your business needs, especially because you need to continue running your business while learning and implementing a new system.

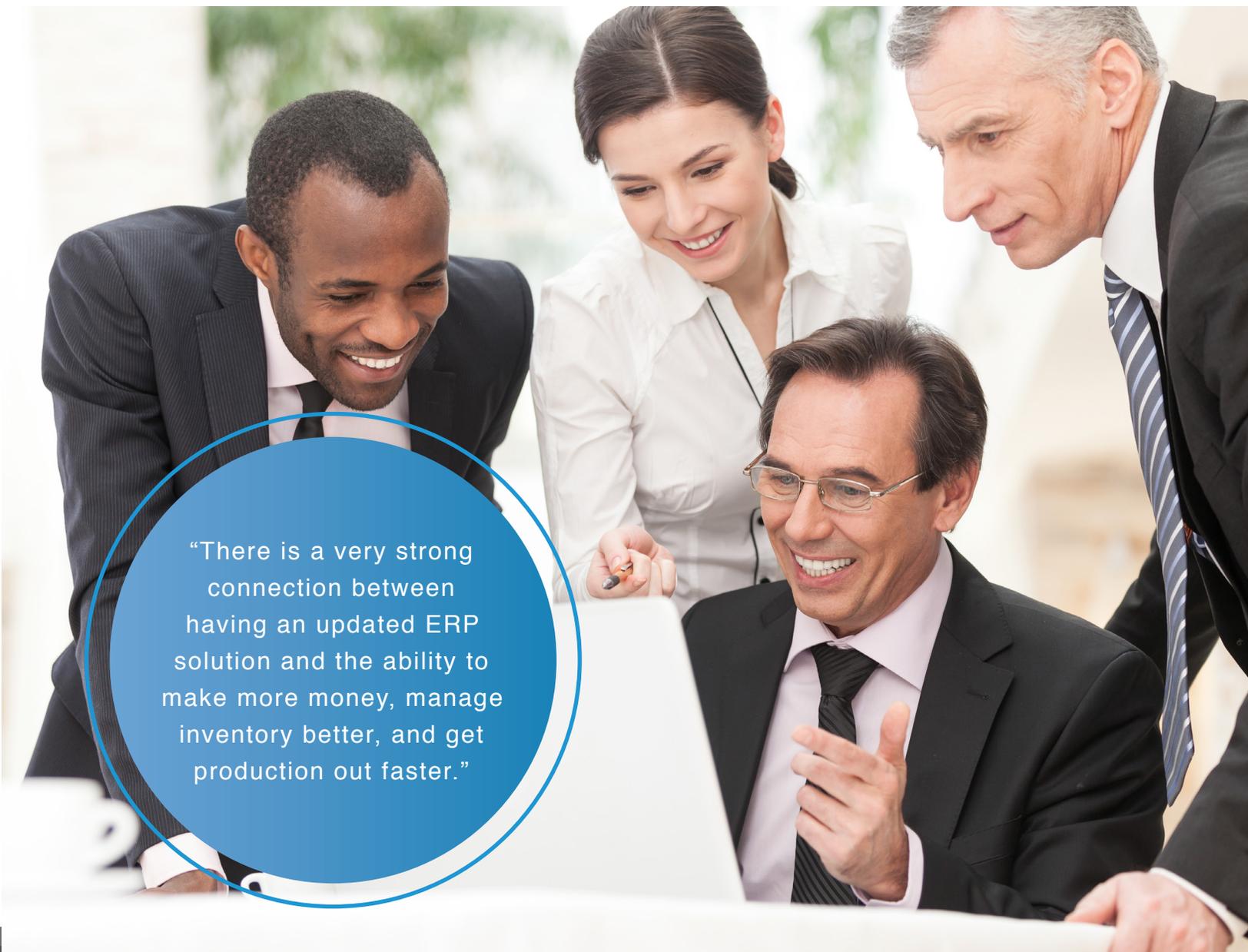
Our ideal clients are often unaware that there is a very strong connection between having an updated ERP solution and the

ability to make more money, manage inventory better, and get production out faster – and we take great pride in showing you exactly how ERP can accomplish all of these goals. Our ideal clients have goals in mind for growing the business, but maybe aren't sure who can help you use technology to reach those goals.

**That's where we come in.**

We'll guide you through the entire process from start to finish, give you a competitive edge to achieve higher levels of success, and make your business process better to save you money.

**We look forward to working with you, our ideal client.**



“There is a very strong connection between having an updated ERP solution and the ability to make more money, manage inventory better, and get production out faster.”



# How We Help You

Updating your ERP software will level the playing field so you can better compete with other companies in your industry.

**We know you face a challenging decision in selecting a new computer system.**

We will spend time discussing your business needs and reviewing

software and the implementation process. The software you select is only a small part of the total solution. The partner you choose and the process you go through with that partner will determine the success or failure of the project. NSA's mission is focused on system utilization, business value, process improvement and getting bottom line results.



We accomplish this through the implementation of tools and technology. We have worked with hundreds of distributors like you, implementing best practices and industry standards in inventory management, logistics, warehouse management, credit and collection and many other areas.

We believe we have the right product, the right process and the right people to ensure a successful partnership. We understand the challenges and commitment required in implementing a new computer system.

This transition period from the old system to the new solution is called Re-engineering, and represents an ideal opportunity to review and update your business processes, policies, and procedures, to increase productivity and profitability within your organization.

**The software you select is only a tool. We want you to know that NSA is committed to our long-term partnership**

**and the success of this project and your business.**

To help you manage your implementation, NSA provides a wide range of services including:

- **Experienced business consulting**
- **Project management**
- **On-site assistance**

Our role is to assist you in maximizing the use of our software solutions and services, and to help you realize the continuous return on your investment that these systems will provide.



# NSA Implementation Methodology

- Based on a 5-stage Approach
- Each Stage has Specific Milestones Monitored by an NSA Business Consultant
- Regular Status Reports for Each stage

**Plan**



**Educate**



**Conf**





**Figure**

**Go-Live**

**Support**



# Stage 1: Plan

## Your uniqueness is not a challenge for NSA.

We're going to create a plan of action for upgrading your ERP, including:

1. The Mission
2. Implementation Milestones & Methodology
3. Operational Review
4. Establish the Roles & Responsibilities
5. Establish the Timeline for the Project

With the plan in hand, we'll implement the process. A typical engagement follows this timeline:

- Select Project Team
- Finalize Project Plan

- Risk Analysis Review
- Business Operational Review
  - Understand Current Business Practice
  - Meet with Functional Champions – Workflow
  - Configuration / Process Recommendations
  - Share Industry Best Practices
- Software Installation
- Begin Data Conversions

As soon as the test environment is set up in the new system, we will begin training your team through our education process.





“Your uniqueness is not a challenge for NSA. We can create a plan just for you.”

# Stage 2: Educate

**NSA spends time with your team to make sure they fully understand how to use the new software and technology solutions.** We will train everyone in your organization to use the ERP system before we take it “live”.

Many companies don't set their ERP systems up properly or feed the system accurate data. You get so caught up in the day-to-day operations of your business that your team may not fully understand or use the ERP system correctly, which results in bad processes and procedures that affect your bottom line. Our education/training process ensures your new ERP solution will be used properly so you gain the greatest benefits.

## Scenario Based Training (SBT)

- On-site, hands-on, champion training
- Taught by NSA business consultants
- Develop training labs for general users
- Simulations

When we are mutually confident your team is ready to use the new ERP solution, we'll take your new system live, and we'll be there every step of the way – before, during, and after the ERP solution has been implemented.





“NSA spends time with your team to make sure they fully understand how to use the new software and technology solutions.”

# Stage 3: Configure

## The Re-engineering Process:

- System options
- Company options
- Warehouse options

## Configuring the new ERP solution involves:

- Data conversion
- Modifications
- Creating reports, invoices, and forms

We will spend time with you making sure the software is configured to your exact needs, and re-engineer some of your business processes to increase efficiency and bring you closer to reaching your goals.





“We will spend time with you re-engineering some of your business processes to increase efficiency and reach your goals.”

# Stage 4: Go-Live

The final stage of the implementation process involves taking your new ERP solution “live”, which means using it for real to operate your business.

By now, all of your data has been converted, everyone is fully trained, the system has been fully tested - and everything is set up in preparation of going live.

## The Go Live Process

- Full Production Audit
- Readiness Assessment
- System Load test
- Go Live

Going live with a new software solution can be a scary experience, but you can feel confident that NSA will only move to this stage when all milestones leading up to this point have been met satisfactorily, and the technology and people are ready.





“We’ve achieved our goals, fully trained the staff, and tested the solution. We’re on our way to increased profits!”

# Stage 5: Support

**Our relationship doesn't end when your ERP solution has been installed.**

We don't give you an 800 number to call for support if you have questions or problems moving forward. Instead, we continue your one-to-one relationship with the business consultant you've been working with throughout the entire process of planning, training, and re-engineering.

If your ERP system is down, you're losing money – and that's why NSA is available to you 24 hours a day, 7 days a week to minimize lost revenue and down time. We provide complete backup and disaster recovery solutions for your ERP system.

## Support Levels

- Transition to Support
- 90, 120, 180 day Reviews
- Annual Business Process Analysis

Most of the time, our experts can answer any questions, remotely diagnose and fix any software and hardware related problems without delays or the need to show up at your business. If for any reason we are unable to solve the problem remotely, we will board a plane or drive to your location to help you resolve the issue or we'll get you in touch with the manufacturer and get someone out to your location to correct the problem as soon as possible.





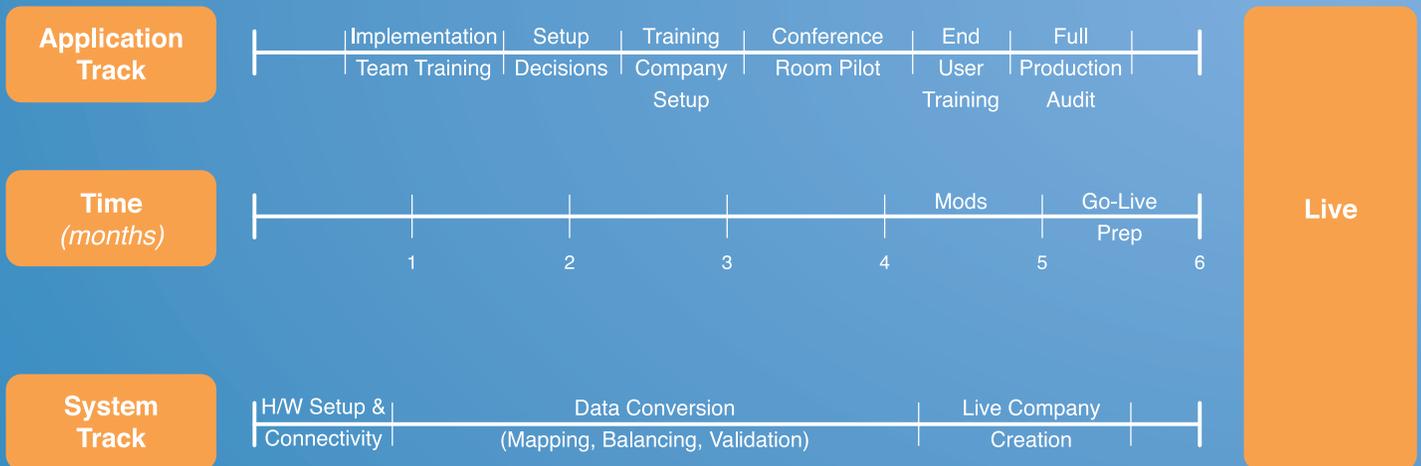
**One  
Number  
to Call**

**+ A Partner Who  
Understands Your  
Business**

**= Security and  
Productivity**

# Implementation Timeline

Project Sequence, Timing and Relationships -  
Helping Wholesale Distributors Prosper



# Get in Touch to Experience the NSA Touch!

Like what you see here?  
Let us show you what we can do for  
you – Call us today: (516)240-6020.



# Testimonials:

Continuing to work with our Infor channel partner, NSA Computer Exchange Corp., was another large factor in our decision to upgrade because they have been a great business partner to Carolina Wholesale over the past ten years. They are extremely responsive to our needs and possess in-depth knowledge about their Infor product offerings.

## **- Robert Collins Vice President and CFO, Carolina Wholesale Group**

“PACOA is a third generation family business. Integrity, honesty and exceptional customer care are as important to us today as when my Grandfather began this business. NSA and the Infor Sx.e solution help us keep the commitments we make and our customers satisfied by being in control of our 12,000 unit inventory. If you want to grow your distribution business with a trusted distribution solution provider, NSA is the place to go. –they’re just like family.”

## **- Steve Geismar, President, PACOA**

“NSA’s Infor Sx.e solution helped us grow our business and has paid for itself many times over. NSA’s staff has stayed on top of the Building material industry requirements whether it’s communication with our vendors or establishing new ways to deal with our clients. I would highly recommend NSA to any distributor looking to take the next step. “

## **- Rob Holden, President, Florence Building Materials**

AAi believes in efficiency; they work at over 100% with good, quality people, and with technology's aid, they have been very successful. Fantasia says he expects problems when using technology, but he values NSA's ability to alleviate and fix problems, as they have in every opportunity. Fantasia considers AAI's relationship with NSA as 'very positive, very open both ways.' He says, "They are a pleasure to work with. They are very responsive, and they are good people." Further, he warns his peers who are in search of a new system, "If you don't call NSA and look at the benefit of using SX.e, you are doing yourself a grave injustice."

### **- Joe Fantasia Auburn Armature, Inc. Operation Manager**

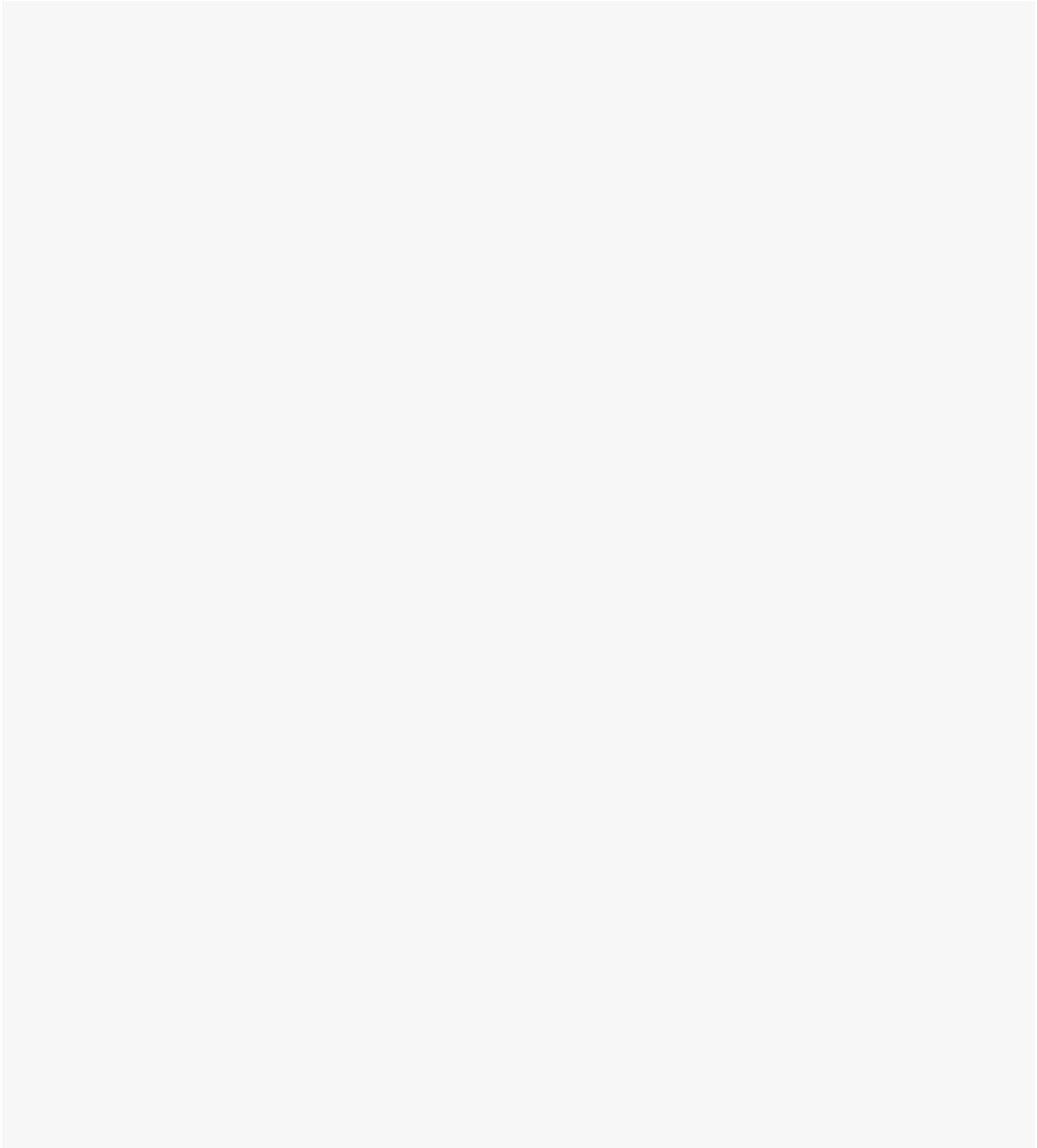
"With Infor's Distribution SX.e, we saved about \$330,000 in just the first six months of use. We've seen dramatic improvements throughout our operations – in shipping, where the accuracy of material quantities jumped from 95.3% to 98.58% within the first month; and receiving, where errors dropped by 65%."

### **- Time Watson, CIO, The Reynolds Company**

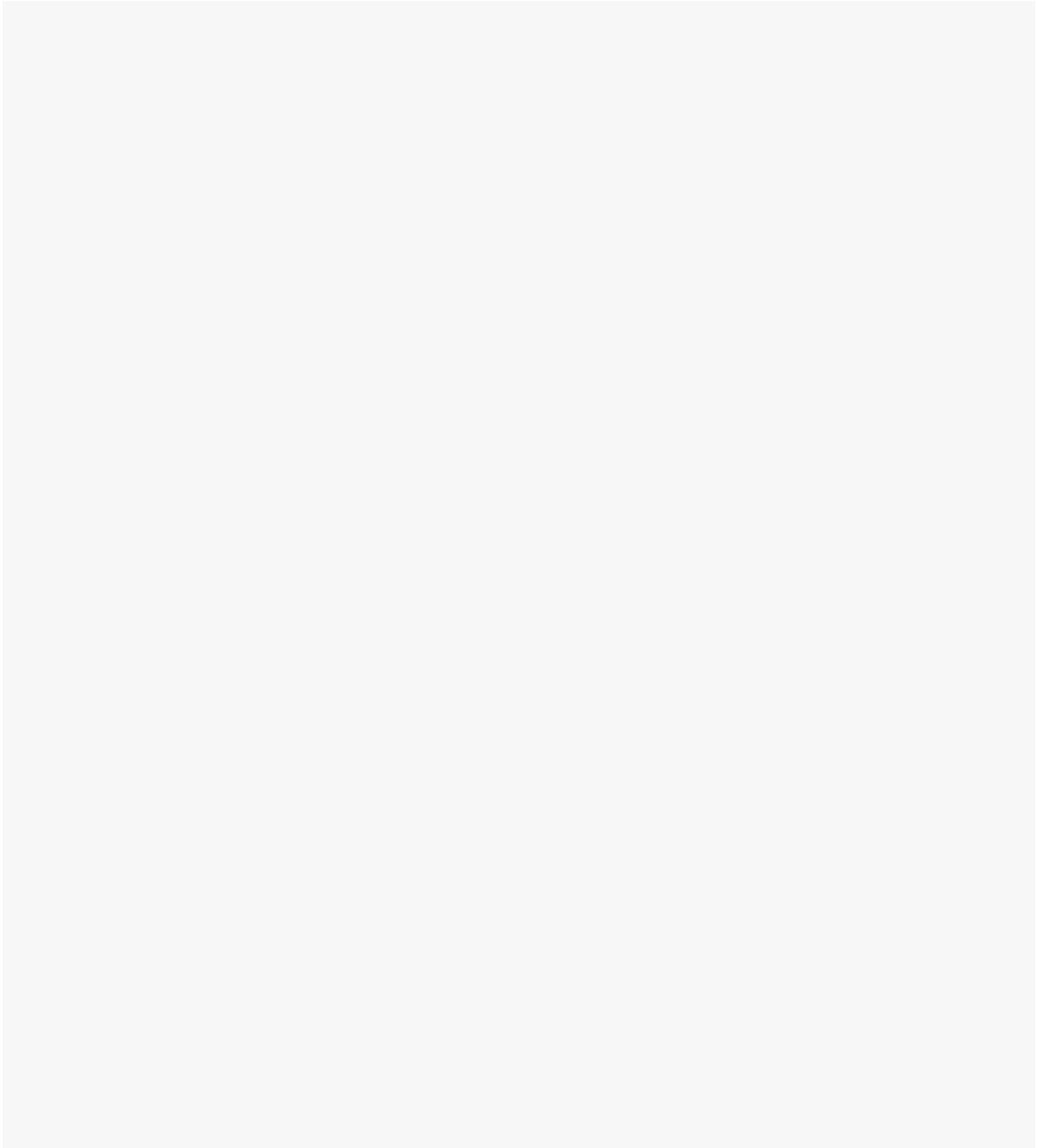
"We've been a customer for more than 20 years. From the very beginning NSA has understood our needs and requirements. As our business changed and grew the products grew with us. They are a great partner who always have the right tools and technology to meet our ever changing environment."

### **-Kirk Coburn, President - Coast Appliance Parts**

# Notes:



# Notes:



# ***NSA Computer Exchange Corp.***

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Toronto Canada

