

# Silverman Company

## Success Story

One of a series of articles celebrating the success of companies using today's information technology to solve operational problems common within their industries and beyond.



### A Quick Summary

#### Company Profile

Located in Asheville, North Carolina, the Silverman Company's primary business is steel fabrication, including custom-made beams and columns. They also operate two specialized distribution businesses, yard drainage products and industrial products.

#### Information System Needs

The former system was a Novell network, slow and inflexible, with few reporting capabilities. A system capable of handling a very busy and demanding front sales counter operation was seen as the primary need.

#### Current Software & Hardware

The hardware was converted to a Microsoft Windows system, and has been upgraded as necessary to support SouthWare upgrades over the years.

#### Benefits

The system is very efficient and fast. It has enabled us to operate the front counter for several years with one person, where we used to have two.

#### Comments

"Our system has worked very smoothly from the beginning. I would highly recommend it to anyone!"

—Marsha Coates, Finance Manager

### From Blacksmith Shop to Asheville Institution .....Eighty Years of Progress

Currently owned by Gloria and Roy Creasman, The Silverman Company was founded by Gloria's great-grandfather in 1924. Beginning as a blacksmith shop and evolving into an auto salvage yard, Silverman has grown and changed with the times. They now operate three distinctly different businesses and are an important supplier to industrial customers, contractors and government agencies.

#### Steel Fabrication

Large steel beams, columns, stairs and handrails are among the many products custom manufactured by Silverman's skilled employees for a wide range of customers. This constitutes approximately 50% of their business.

#### Yard Drainage

These are products you never see, but are vital to the infrastructure of our cities and commercial facilities. They include drainage products such as culverts, manhole covers, grates, catch basins, rims, lids and pipe. Most of them are located under roads and parking lots.

#### Industrial Products

This is also a distribution business, like yard drainage. Product examples are filters, shafts and other odd steel items that Silverman does not stock. These items are not easily available and Silverman's service includes knowing what they are, where to find them and how to make them available to their customers when needed.

For more information please contact Carolina Cipher at 800-948-9968X5, Email [sales@ccipher.com](mailto:sales@ccipher.com), or visit us at [www.carolinacipher.com](http://www.carolinacipher.com).

 **Carolina Cipher**  
Business Software Solutions Since 1977



**“Our conversion went smoothly. Our Carolina Cipher implementation consultant came up here and asked us a lot of questions about how we wanted the system to operate, and with his help we were able to make all the right choices. Then after we had all the files built we immediately went live. I was on the front sales counter then, and it was just like ‘follow the bouncing ball!’ SouthWare worked right for us from the very beginning.”**

**—Marsha Coates, Finance Manager**

**How did your company select SouthWare?**

“We selected SouthWare after boiling it down to two systems and then seeing them both demonstrated extensively. SouthWare was more compatible with everything we do, including counter sales operations. That is a vital part of our company and it has to work well.”

**Was your conversion difficult?**

“We made a crash project out of it over a weekend, with four of us actually entering the data manually. It was actually pretty smooth. We just reopened for business with Carolina Cipher standing by to help us, and SouthWare worked right for us from the start!”

**Did you require any software modifications?**

“No, we didn’t need any. We use SouthWare’s ReportMate for any special reporting we need, such as getting the figures for every employee for state withholding and for our 401K. We also designed a report that gives us up-to-date costs by job whenever a customer wants to know. SouthWare’s standard reports work for most of our needs.”

**What do you like most about SouthWare?**

“It is fast and accurate. And if you do make mistakes, you can correct them easily. It was extremely difficult with the old system. If I have any questions I go to the manuals, and if I still can’t figure it out I call Carolina Cipher, but I haven’t had to do that in a long time. I can’t remember when I called the last time.”

**What features are especially useful for you?**

“I like Payroll, it is simple and accurate. The reports are everything you need. Accounts Receivable is great. Even General Ledger is easily understood. All you have to do is follow the steps in sequence and it all comes out right!”



**“I can do everything at once with SouthWare. It seems like everybody wants something at the same time, and with breakout I can easily go from one place in the system to another. It is very easy and fast!”**

**—Sunny Marie Smith, Counter Sales**

**How has SouthWare helped Silverman?**

“On the front counter, we zip out purchase orders, sales tickets and everything else as needed. Sunny will have five or six people asking her questions, needing purchase orders or takeout, all at the same time. SouthWare has enabled us to operate the front counter with one person for a long time now when we used to have two. Another example is that we can do quotes on the system now instead of handwriting them, and then turn them into orders automatically.”

**What advice would you give to other companies looking for new software?**

“I would recommend SouthWare! Be sure to choose a company with help available, to walk you through things. Look for availability of new upgrades, so you are not forced to scrap your software and start over. I like the fact that SouthWare is growing and improving. And everyone at Carolina Cipher is just as good as they can be to us!”