

## Success Story

### The Challenge

*Existing systems weren't sufficient to sustain anticipated growth.*  
*Processes needed to be streamlined to increase efficiency while maintaining current staffing levels.*

### The Solution

*BASM's "Business Assessment Review" identified areas where Terrybear can gain increased efficiencies and identified the automation tools to help them achieve their objectives.*

### The Results

*Terrybear is now positioned to grow and won't have to add staffing that would otherwise be needed, saving an estimated \$100,000 per year.*

### The Company

*Terrybear Urns and Memorials*  
St. Paul, Minnesota  
[www.terrybear.com](http://www.terrybear.com)

**T**errybear Urns & Memorials is the leading manufacturer of beautifully handcrafted, high quality cremation urns and memorials designed to reach families at an affordable price. Since 1983, Terrybear Urns has traveled around the globe and established worldwide manufacturing capabilities in order to provide the best designs and best pricing for their urns.



Terrybear offers a wide range of handcrafted metal screw-top urns in various shapes, finishes, and sizes, including keepsake urns. They also offer private label or custom urns to the industry. All their urn designs are protected by United States copyrights and/or patents. Terrybear continually invests in new urn designs, quality improvements and technology.

### Anticipated growth leads to process and automation concerns

Terrybear's investment in quality improvements and technology also applies to running their business. As a result of their explosive growth and a desire to keep ahead of the game, Terrybear took a hard look forward to determine what they would need to keep up and realized a need to take greater advantage of technology systems.

"We knew we weren't taking advantage of all the tools we had with our existing solution," stated Fran Bistodeau, of Terrybear "and, in looking at our projected growth, we realized we needed help streamlining order entry processes, inventory, and warehouse management. We had an existing reporting module and a forecasting module, but we weren't using either of them to our advantage."

Terrybear knew they would need better information, in more ways, more readily. Additionally, forecasting to control costs and inventory was a priority but they needed their systems to remain user friendly. Recognizing they would need to do this through improved automation processes, they contacted their long term, trusted advisors at Business Automation Specialists of Minnesota (BASM).

"We started working with BASM over five years ago, and they have been our trusted automation partner ever since," proclaimed Fran. "They know how to help grow and automate a business, but they also know *our* business!" Terrybear laid out their plan, explained where they wanted to be, and looked to BASM to help get them there.

### Business Assessment Review reveals opportunities for improvement

"BASM's Business Assessment Package was just what this situation called for," stated Ron Ketterling, President of BASM. "Many companies don't know which business processes are causing their company to be less efficient, or if hidden issues are causing their company problems. Even when they do, they often don't know what to do about it. That is where our on-site Business Assessment Package was a great fit for Terrybear's challenges."

**"Thanks to BASM, we will achieve our goal of being more automated and getting away from manual processes; and, we will be able to do it without adding administrative staff,"**

*Fran Bistodeau, Terrybear*



We are a full-service, value-added reseller providing business class solutions to manufacturers, distributors and others for warehouse automation, E-commerce, Internet integration, EDI, automated data collection, bar-coding, multi-location, wide-area network integration, Bill of Lading, contact management, MRP, ERP and accounting.

With over 100 years combined business technology experience, our core competency is the ability to identify business automation problems within companies and provide realistic solutions by developing new business processes and implementing integrated systems.

Our diverse group of specialized individuals include; sales personnel, project managers, technical support staff, programming specialists, hardware and network experts, trainers, business consultants and administrative staff.

Let us manage your system implementation from beginning to end to help your business achieve greater success. With our solid commitment to quality and personal excellence, we will provide your new, growing or established business with a Realistic Solution.

6279 University Avenue NE  
Suite 101  
Minneapolis, MN 55432  
(763) 571-8580

BASM's Business Assessment started with interviews with the purchasing, warehouse, sales, and accounting staff at Terrybear to measure the financial and management impact of their processes. Because all products are imported, Terrybear had significant lead time and back order challenges. Additionally, the extensive special packaging requirements were being handled manually and multiple distribution methods compounded the challenge. Due to the complexities of the business, purchase orders and future orders were being tracked in spreadsheets, and nothing was entered into the accounting system until it was ready to go out the door. Visibility of purchase orders was lost until the Purchase Order was received.

After the extensive on-site evaluation of Terrybear's inventory, sales and purchasing processes, BASM was able to identify the problems, suggest solutions to those problems, measure the impact of those solutions, and provide a cost benefit analysis. Based on their findings, BASM also made a recommendation about how to move forward with the solution. "We were thrilled at the immediate feedback we were able to receive from BASM. Their easy to read report was given to us the same day as our assessment, providing us with the ability to make immediate changes if needed."

### **Alive and well and positioned to grow!**

According to Fran, "We knew where we needed to be in six months to keep up with our growth. BASM told us how we could get there, gave us options, and provided a recommendation with a cost benefit analysis to each of the options."

Terrybear chose the recommendation with the broadest foundation for future growth. As a result of BASM's Business Assessment, Terrybear has a solid plan to reach their six month goal and beyond. The plan includes upgrading to Sage Pro 200 and purchasing additional modules such as Work Orders, Bill of Lading, and Production Entry.

"Thanks to BASM, we will achieve our goal of being more automated and getting away from manual processes; and, we will be able to do it without adding administrative staff," stated Fran. "We've relied on BASM's knowledge and expertise over the years and appreciate the personal service we've always received from their team. But to have them come in, look at our business, and get straight answers that fit our business needs is invaluable! I also appreciate that although this project is huge and long term, BASM will be there every step of the way to see us through to the end."

Without the Business Assessment review and subsequent implementation of the solutions, BASM projects that Terrybear would have had to increase staffing levels by 25-50% to keep up with their growth. "This alone represents an estimated savings of \$100,000 annually," stated Ron Ketterling of BASM. "Additionally, the kitting and tracking changes in purchasing and packaging will result in double the volume of product they can move with less space. Terrybear will not only be positioned for their anticipated growth but they will be able to do it more efficiently and cost effectively."

© Copyright Business Automation Specialists of Minnesota, Inc. All rights reserved. The capabilities, system requirements, and/or compatibility with third-party products described herein are subject to change without notice. The Sage Software product names mentioned herein are registered trademarks of Sage Software, Inc. and/or its affiliated entities. All other product names and/or trademarks are the property of their respective owners.

