



R.L. Nelson and Associates, Inc.

Silver Dollar Optical Corp. Accelerates Vision With Microsoft Dynamics GP

Customer

Silver Dollar Optical Corp.

Authorized Reseller

R.L. Nelson and Associates,
Inc.

www.rlninc.com

888-313-0647 ext.117

Corporate Profile

Headquarters

New York

Type of Business

Seller of optical frames

Number of Locations

One

Number of Employees

75

Silver Dollar Optical

“In today’s rapidly changing business environment no industry is exempt from the continuing pressures of decreasing cost structure while increasing customer satisfaction. Silver Dollar Optical designs, imports and sells direct, our own exclusive line of optical frames. We sell to the trade only, and do business with approximately 15,000 optometrists, opticians and ophthalmologists across the country. Our style of doing business, factory direct, coupled with no trade or consumer advertising, enables us to keep our overhead low, thereby offering great value to the dispenser as well as the consumer.”

The Challenge

With a customer base of over 15,000 optometrists, opticians and ophthalmologists along with an inventory that contains over 17,000 different SKU’s, Silver Dollar Optical (SDOC) needed a way to both track large amounts of information as well as provide an efficient interface for its customer service, sales and inventory personnel. On any given day, SDOC may receive over 700 orders, along with returns and other customer inquiries. In addition to the sheer volume of orders, SDOC also faced the challenge of implementing new technologies in order to continue to their long history of excellent customer service. This includes utilizing the web to allow customers to enter their orders as well as inquiries. The third primary challenge faced by SDOC was the need to increase efficiencies in the inventory management process.

The Solution

Microsoft Dynamics GP has provided SDOC with a seamless solution, managing everything from order entry, collection management, inventory control and purchasing. SDOC staff members can create ad hoc reports at any time, as well as advanced queries with drill back functionality.

Using a combination of built in system functionality and customization the order entry personnel are able to verify customer information, confirm shipping methods, add line item comments and enter the order with built in inventory management features. Inventory personnel are able to control and monitor the inventory levels using a combination of inquiries, reports and business alerts.
