

# Action Fasteners Grows Into The Future

**T**he husband and wife team of Action Fasteners recently expanded into their 10,000+ square foot warehouse. From humble beginnings in a garage 15 years ago, to this newly remodeled warehouse, this family oriented business, now employing 13 full time people, is headed full force into the future.

## As a New Business, It Was All Excitement and Chaos

In the early days of business, though, "All our inventory, billing, and general book keeping, might as well have been done on stone tablets," says Tim Jackson, President and C.E.O. While they did not realize it at the time, in retrospect, trying to keep a business together was chaotic. Loose papers, unorganized file cabinets, "is this stack payable or receivable," and human error were constant stresses. The entire empire teetered on the one person who had a vague understanding of the organized chaos lying within the monolithic file cabinet.

## In Those Days It Was Business As Usual

This situation was common to many businesses at the time. It was just the way most people were brought into the business world. It was the norm. The computer systems were still fairly new and, for the most part, reserved for big business. Smaller businesses, like Action Fasteners, Inc., often did not have the capital to invest in these systems and, even if they did, could not justify spending the money when their current methods appeared to be sufficient. The thought was; this was the way business had been done for years. It was tried and true and the way to go.

## The First Computer System

After a few years, more and more companies transitioned to computerized systems and, "it became evident that we had to evolve or be left behind," said Jackson. So, after countless hours (even months) of research and talking to the "experts", they invested in their first computer system. No longer was the inventory going to be on 3x5 index cards! While the system

had ups and downs, the benefits were impossible to deny.

After 12 years business and profit grew, and the time came for a new system. Initially, the system the company chose did a good job. However, it was not easy for people to learn and it was tough to make it work properly. Information stored in the system was not readily available for other uses and it was sometimes difficult and expensive to get any help.

## The BUSINESS EDGE

For years, Action Fasteners had heard of The BUSINESS EDGE by Computer Insights. Other very well respected companies had gone to this system, but questions still loomed. The Jackson's were now more educated than ever in the latest technology and computer advancements. The 21st century brought technology beyond what they had ever dreamed of and their imagination was leading the way.

## A Thorough Search

Tim said, "We took quite a bit of time to find the right fit. We are a company who pride ourselves on being different from our competition. We want to

be the trend setters in our area." While this may sound like a catch phrase, it has never been more true than it is for this company. With a "Round Table" like philosophy, all ideas are looked at with equal appreciation. "Every single member of my crew is like a member of my family and I value each and every one of their opinions equally. This is especially true when it comes to the betterment of our business. Some of the greatest ideas we have ever had came from warehouse personnel." This open minded thought process is why no stone was left unturned when searching for the best inventory management system.

Tim continued, "We strongly considered 'The BUSINESS EDGE' immediately, but we needed to be absolutely sure we had done all of our homework and would end up with the best computer software program to suit our business. I am an idea guy and I wanted the system I chose to keep up with my imagination and ideas.



Josh Franz, J.J. Anderson in Action's well organized warehouse — the hub of their activity.

“The BUSINESS EDGE is all it is cracked up to be. It allows our creative imaginations to run wild. Also, by customizing the system, it will stop the warehouse personnel from having to run all over in an attempt to find product. It does this by creating a pick list which starts from the back of the shop and winds its way through each and every corridor eventually ending at the loading dock. “

### **Ease of Use and Great Support Are Keys**

Tim continued, “The system is completely user friendly, and the technical support is second to none. The software is easily manipulated with the touch of a button as opposed to our previous software which required having up to three screens open at one time to properly input just one order. In the three short months that The BUSINESS EDGE has been live, we have worlds more understanding on how to use our system than we did with the former software.”

“Our ideas are abundant and the system seems to have a resolution for each and every one of them. This, in combination with the ease of use, and surprisingly low cost, has taken our business to levels far exceeding initial expectations. While we have not yet scratched the surface of what the system is capable of, it has already far surpassed our wildest dreams. The focus

can now be on growth and sales rather than on the muddled mess of just keeping up and getting by. “

### **Freedom To Pursue Dreams**

With The BUSINESS EDGE in place, and the dreams and determination of the crew leading the way, Action Fasteners, Inc. is looking to the future like a child gleams when he discovers a sea of Christmas presents under the tree. “This is a great time for us. I believe in our company and our vision. Now, more than ever, with the implementation of The BUSINESS EDGE and the help Computer Insights gives us, our company has the ability to reach its full potential,” concluded Jackson.

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