



## CUSTOMER

Underground Devices

## TYPE OF BUSINESS

Manufacturers of Underground Encasement Including Duct Spacers, Bore Spacers, and Nonmetallic Cable Racks

## LOCATION

Northbrook, IL

## Contact

(847) 205-900

[www.udevices.com](http://www.udevices.com)

## Underground Devices Digs Deep with Partners In Technology & Sage 100 ERP

Underground Devices has been designing and manufacturing products that support underground power and towable cables since 1973. In business for over 40 years, the company credits much of their longevity and success to a strong and unique culture of loyalty.

### Putting DOS 6 Feet Under

“We’re like a minimum security prison,” jokes Chris Greene, Sales Manager at Underground Devices, “and everyone gets a life sentence when they’re hired.” With employees that range in age from 26 to 88 and span across 5 different generations, Chris explains, “We’re an exceptionally loyal company from our employees and business partners down to the software we use ... which is why we stuck with our old DOS-based Peachtree accounting system for over 20 years.”

However Jason Fog, Operations Manager at Underground Devices, recalls that running a dynamic company on a stagnant platform was taking its toll. “Peachtree for DOS became limited, forcing us to handle important business processes manually, outside of the system. The situation just bred inefficiency.”

With release of Windows 7 and support for DOS-based systems waning, Chris Greene explains that the writing was on the wall. “We knew we had to make a change before technology forced us to do something quick and drastic.” That’s when Underground Devices discovered [Partners in Technology](#) and [Sage 100 ERP](#).

### Digging Up a New Partner

Unlike other software providers they spoke with, Chris explains that Partners in Technology took the time to fully understand the operational processes, business culture, and technology needs at Underground Devices. “They got to know our business first, and helped us develop a plan for success, before even discussing technology. We felt like they had our best interest at heart and weren’t just interested in selling another box of software.”

Before choosing a new vendor and business partner, the decision again came down to loyalty as Chris recalls, “We asked ourselves whether Partners in Technology and Sage 100 ERP would be around 5 or 10 years from now.” Chris contemplated,

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- Jason Fog, Underground Devices

before adding “After considering the loyal customer base and great track record of both Sage and Partners In Technology, it was a no-brainer.”

### **Burying the Generational Gap**

Transitioning from the green screens of DOS and familiarity of a system that everyone used for 20 years, to a new Windows-based accounting and ERP system wasn't easy. Working with multiple generations, all with different levels of experience using technology, proved to be a unique challenge for Partners in Technology and Underground Devices.

“Beyond just learning new accounting features, we had to account for generational gaps and teach people how to use Windows and become accustomed to nuances like handling a mouse, opening a window, or using right-click,” recalls Jason Fog. “However, Partners in Technology made the transition so much easier, teaching to each person's learning style and personal preferences.”

“Underground Devices and Partners in Technology have matching personalities,” says Chris Greene. “We value the knowledge, wisdom, and maturity of older workers, and so do they. They were exceptionally patient, made everyone feel comfortable, and ensured that our company culture remained intact.”

### **A Whole New Perspective**

With Sage 100 ERP in place, Underground Devices has a whole new view of their business using advanced reporting and business intelligence tools. “Now all of our data – from accounting to inventory and from customers to vendors - is in a single system and far more efficient,” boasts Jason. “No more chasing paper, manually calculating margins, or taking weeks to piece reports together. Sage 100 has easily cut 4 to 5 hours out of our monthly accounting and reporting process and provides us with visibility into customer and product trends that we never had before.”

In the warehouse, Underground Devices is also far more efficient as Jason points out. “At any time, I can pull up an inventory report and quickly find out what we've got on-hand and what we need. It also used to take a week-and-a-half to complete a quarterly physical inventory count – now it takes just 2 days.”

### **A Loyal Partner in Technology**

“I can see a long future with Partners in Technology,” says Chris. “They empower us to take control of our business system and whenever we need assistance, Partners in Technology shows us the ‘how’ and ‘why’ of Sage 100 ERP. Rather than fishing for us, they teach us how to fish which helps us become self-sufficient. It's a style of support that we value and a relationship that we cherish.”



## **PARTNERS IN TECHNOLOGY**

At Partners in Technology, we are passionate about helping small and mid-sized businesses in the Chicago metropolitan area and throughout the United States achieve growth and success through automation. Our customers benefit from improved inventory management, tighter internal controls, expanded business intelligence, and accurate accounting and financial reporting.