The Partner

Channel

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4 Ways to Elevate the

Customer Experience

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Website Visitors

FASCOR
TRUSTED DISTRIBUTION SOLUTIONS

PROFILE

A TRUSTED PARTNER BUILT ON TRUSTED QUALITIES

FASCOR, Inc. is a family-owned company founded in 1982 by John Klare, Sr. He had a true entrepreneurial spirit, always looking for new innovative opportunities to branch off of and make his own. He got his start early on in finance, leveraged that success, and switched gears to robotics and automation, which ultimately led him to develop FASCOR.

After his passing in 2014, two of his seven children, John, Jr. and Andy, took over FASCOR, a leading provider of warehouse (WMS), distribution, and transportation management (TMS) software across the Microsoft Dynamics space.

John, Jr. went to work for his father and FASCOR just two days after graduating from college at Georgia Tech. Since then, he has worn most of the company hats imaginable, including product development, sales, marketing, installation, implementation… you name it. He has seen a lot in his 32 years at FASCOR, especially within the evolution of WMS and TMS.

The Partner Channel (TPC): *What sort of progression have you seen in the Microsoft Dynamics space throughout your career?*

John Klare, Jr. (JKJ): The pace of technology is amazing to witness. There is a constant progression in not only the IT world,

John Klare, Jr.

but also in the supply chain environments we specialize in. In keeping my father's entrepreneurial spirit alive, we're constantly looking for ways to innovate, and we explore how we can stay at the top of our game from people, process, and technology perspectives.

TPC: *Is Microsoft Dynamics GP the main ERP solution with which FASCOR integrates?*

JKJ: FASCOR's WMS and TMS products are ERP agnostic. We have clients across many ERP products, and we have a long history in the Microsoft Dynamics GP space.

Microsoft Dynamics continues to be our sweet spot as our integration is written in Dexterity, the native language of Microsoft Dynamics GP, which, of course, allows us to seamlessly integrate our products. As a Microsoft Development Gold Partner, we've been serving the Microsoft Dynamics GP community since 1999 and have supported every version since 5.5. Microsoft Dynamics GP is a significant part of our business, and we see that continuing for the foreseeable future.

TPC: *Do you sell through Partners or directly to Customers?*

JKJ: Both. Whenever there's a chance to work with a Partner, that is our first preference. Often Partners know the Customer's needs in and out, which helps us to successfully navigate the project in a way that best serves everyone involved.

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"Improvements were night and day. Filling more orders with less staff allows us to reallocate resources to fill new positions within the company while continuing to meet growing demands."

– Mark Kramer, VP of Operations, Gorilla Glue

TPC: *Are there niche verticals you play best in?*

JKJ: At FASCOR we believe that an automated, integrated, and synchronized supply chain should be within reach of every warehouse, distribution center, and manufacturer. Right now, we've been seeing a really hot area in the discrete manufacturing vertical. A great example of that is one of our clients, Gorilla Glue. They have a 700,000 square foot facility and are running everything seamlessly on Microsoft Dynamics GP in concert with our WMS and TMS applications. Talk to the people at Gorilla Glue, and they will tell you how our solutions have helped them achieve their goals, including aggressive growth year after year.

TPC: *What are some of the major pain points your solution solves for manufacturers and distributors?*

JKJ: We help our clients' operations reach new levels of productivity through integrated supply chain management, inventory control, and real-time visibility to the vital information they need to run their manufacturing or distribution operations most efficiently, all while eliminating antiquated paper processes. With enhanced end-to-end visibility, our clients can turn things around faster, reduce costly errors, improve accuracy, and track products, parts, and orders throughout their entire supply chain network, in real time and with confidence.

TPC: *What do you have coming this year?*

JKJ: We have seen good growth the last couple years and expect that to accelerate even more.

Our relationships with many Microsoft Partners have only continued to expand, including over these last 12 months.

Product-wise, we'll be offering a cloud-hosted solution, expanding our clients' options beyond simply on-premises deployment. We expect this to open a few more doors regarding the types of clients we can engage.

We will continue to devote time to Microsoft Dynamics GP and our clients on that solution. Additionally, we are also actively pursuing the entire Microsoft Dynamics product suite including the D365 product line as a strategic part of our direction this year. Often Microsoft Dynamics GP gets unfairly pegged and underrated as a

system, but I can tell you it's not going to go away anytime soon. Just last month, we had a half dozen new opportunities with clients who are investing in Microsoft Dynamics GP to grow their business.

TPC: *How do you set the experience for clients, Partners, and internal onboarding at FASCOR?*

JKJ: We take a lot of pride in being a family-owned business and leverage that family culture with all of our clients.

Even though we have some aggressive growth plans, it's never been about being the biggest or selling the most. We simply want to continue to be a trusted Partner and serve our Customers in the best way possible.

Seven years ago, we polled our clients on why they chose to do business with us and why they continued to do so. We expected their answers to be something like, "you saved us labor and improved our supply chain efficiency", but that wasn't the main response we received. While many attested to the financial benefits, the main response was simply that they trusted us to be there when they needed us. They trusted us during the sales process because we didn't overcommit or under-deliver. They trusted us during pricing and implementation because we're fair and straight shooters in every step of the process. Honestly, it was one of the best answers they could've given us as it embodies the culture of integrity we've strived to create. Even as we continue to grow, we never want to lose sight of how we started, and we consciously continue to look for those trusted qualities in everyone who joins our FASCOR family.

TPC: *What do you love most about the Microsoft Dynamics channel?*

JKJ: Community. There's a lot of good people in this group, people we trust, respect, collaborate with, and have developed great relationships with over the years. Doug Burgum created a culture back in the '90s with Great Plains that I think still exists today. As we often deal with other ERP environments, none can really compare to the Microsoft Dynamics space. We're lucky in that the people we get to work with are the kind of people we want to work with every day.

Phoenix 2018 Summit

DYNAMIC COMMUNITIES

October 15–18, 2018 | Phoenix, AZ

At Summit each fall, Dynamics partners, customers, and Microsoft professionals join together for knowledge-sharing, industry-leading innovation, conversations and roundtable discussions.

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