

# Serigraph Displays Good Judgement

## Choosing to maximize the value of their current ERP with ClickBase

Serigraph, a versatile producer of unique decorating solutions for products and displays, was faced with a difficult dilemma. Based on older technology, Serigraph's ERP solution adequately supported their business transaction processing but did not provide access to information. Extracting data in a timely and economical manner was impossible.



Implementing a new ERP system was considered, but the process would be too expensive and disruptive to operations. Instead, Ben Bender, IT Director, set about finding a tool that would replace the reporting capabilities in the ERP. While he needed a powerful system, it also had to be easy for end-users to get the information they needed with little support from IT. Serigraph's IT department was very lean and already fully committed.

After evaluating several options, including maintaining their existing installation of Cognos, Ben selected ClickBase. ClickBase provides the data retrieval Serigraph needs with very little effort by IT. Ben is currently training a part-time intern to provide technical support to the users of ClickBase.

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*Ben Bender, Serigraph IT Director*

Serigraph's first phase was to implement ClickBase to replace all the financial reporting being done through the ERP system and with Excel. The ClickBase Financial Report Writer now enables Serigraph to generate all their financial reporting and to provide drill down to the transaction level.

The second phase of the implementation provided senior management with more complete and timely information. As Ben says, "We get better decisions based on better information." Based on the success to date, senior management supports the rollout ClickBase on a broader scale and is coaching the staff to make full use of its power.

Ben feels confident with their choice, "Without ClickBase, we would have been forced to change our ERP or continue to spend a tremendous amount of money and human resources supporting Cognos. We definitely made the right decision."



### ClickBase

ClickBase was established in 1997 with a specific mission to create a unique management decision tool that helps businesses to simplify and manage their numerous and sometimes widely varying information. The result is the innovative ClickBase IMAP solution, which today is used by some of the most successful companies throughout the world.

Companies use ClickBase to better manage their operations, extend the life of databases, keep track of business information, and provide their customers with better service... in short, to make better informed decisions.

ClickBase has offices in the United States and Europe serving thousands of users worldwide.



**Empower Your Decisions**

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