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# DUNCAN ELECTRIC CASE STUDY

*by Ximple Solutions*

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# DUNCAN ELECTRIC



Duncan Electric Supply one of the top independent wholesale distributors of industrial electrical equipment and supplies in Bountiful Utah, United States. It distributes products that include motor controls, wire and cable, cords, lighting, conduit and fittings, wiring devices, support systems and fasteners, outlet boxes and enclosures, and transformers and power protection equipment.

The company obtains finished goods from manufacturers and then sells them to electrical contractors working on projects ranging from small construction jobs to sophisticated industrial projects. As a distributor, Duncan Electric Supply is a middleman on the supply chain and must be able to rapidly handle a high volume of transactions and swift inventory turnover. Since its founding in 1975 by Kim Duncan, business fairly profitable and growing sturdily.

Unfortunately, the business grew over the years, but technology and the system did not keep up with the business growth. Customer service, on-time product delivery, and the reasonable product price was always hallmarked for Duncan Success. Duncan Electric Supply used Array Legacy system and it needed much expensive customization to keep business running.





At times, even after spending a lot of \$ for expensive customization, the system did not align with the customer-centric business approach for sales entries, purchase orders, back-end integration and reporting. Once Chris Duncan found that the legacy Array system was hindering block for future growth and reached its breaking point, he teamed with consultants and started looking for a new enterprise resource planning (ERP) system. It proved to be challenging because the company's Array legacy system was in place for many years that the business had built many of its processes around it.

A new system would require changes to business processes and the way people worked. Duncan Electric also found that most of the available ERP software on the market were designed for manufacturing or retail businesses and did not address some of the unique processes and priorities of the distribution industry. Duncan Electric needed a system that could handle a vast number of SKUs(stock- keeping units, which are numbers or codes for identifying each unique product or item for sale) and transactions, short lead times for order processing, inventory distributed in various models, products sold in one quantity that could be sold in another, etc.



The company needed a system that would handle orders and inventory as it continued its rapid pace of growth. In the distribution business, the lead times for fulfilling an order can be only minutes: a Duncan Electric Supply's customer might call to place an order while driving to pick up the order, so the company has to know what product is available at what location promptly.

After extensively reviewing their business needs, Duncan Electric owners realized their new ERP system must have scalability, inventory visibility, easy data accessibility for decision making, easy integration with other technologies, user friendly, best customer service and support. The owner of Duncan Electric Supply, Chris, heard many horror stories of large ERP providers driving mid-size companies to bankruptcies through expensive implementation and maintenance costs. So, implantation and yearly maintenance cost were equally important factors in decision making.

After meeting and discussing with many primary ERP providers, including Epicor and Prophet21, Duncan Electric decided to proceed with Ximple Solution ERP. It offered a modern ERP solution with all the required bells and whistles with a fair implementation and maintenance cost. Ximple Solution had on-premise and on-cloud product offerings, scalable for growth, multi-company, multi- division, multi-warehouse options, multi-currency, and language. It offered eCommerce solutions for today's market while the system was built on tomorrow modern technology. Also, Chris realized that Ximple is investing in R & D by hiring and retaining top-class engineers to add future functionalities.

Ximple Solution's size was equally important as Duncan Electric realized that Ximple did not have a bureaucracy. Ximple's size enabled them to provide them individualized customer service. Ximple's stable workforce was another decision-making factor. Chris acknowledged that "We need service from people who take time to understand our business."





Chris Duncan said, "Ximple's Modern ERP for Distributors has improved their operational efficiency, offered tools to improve business decision making and put the necessary foundations to compete with the digitalized world of Amazon, Home Depot and Walmart. Moreover, Ximple Solution is nimble to accommodate changing business requirements swiftly."



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