

# success stories

## Universal Adcom

Arlington, Texas



“We run our whole company on software developed by C. Pitman Baker & Associates. During our use of the software for the past 4 years, we have not had a system crash. Also, the software has been able to handle the exponential growth of our company.”

— Marc Alcorn, Vice President  
Universal Adcom

### Company Overview:

Universal AdCom is a full-service telemarketing, graphics, and production corporation with nearly 75,000 customers nationwide. It has been a leader in the specialty advertising industry since 1974.

### The Business Challenge:

Universal Adcom was experiencing double digit growth. In an effort to automate the business process, they built an in-house Microsoft Access application. After two years of development effort, they realized that the application did not meet their business needs after all. Though the Access application automated some processes it was inflexible which often required modifications and more coding. More functionality was needed, and building upon what they already had was not working. The application was unstable, and would fail often requiring re-installing from backup and re-inputting lost work. Running payroll reports would shut the system down for two hours. The application that had helped launch the company was now stalling the companies' growth potential.

### The CPB, Inc. Solution:

Universal contacted CPBinc requesting their assistance. At first Universal just wanted help stabilizing their Access application, and later use it as the basis for building a new application. But it didn't take much analysis to determine that what they had built would never support their growing operation. CPBinc suggested a design session. During the design session many things came to focus. From that session we were able to map out a plan and go forward. So much was learned that we were even able to reengineer some of the Universal's business processes.

The newly designed application factored in current business needs, but was also totally scalable allowing Universal to concentrate on business. The designed ERP system handled all business processes. (Sales / Manufacturing / Shipping / collections / receivables / HR)

### The Business Benefits:

Five years later Universal is still happily running on the application. The application has never failed, and they never lost data. They have grown from two locations and 50 employees to eleven locations with over 350 employees. Even with all this growth, the system department and accounting has not grown. Both departments are running with one employee.

### The benefits:

- ✓ Quick Payback (Less than 6 months)
- ✓ Stability
- ✓ Lower cost of ownership
- ✓ Supporting Growth
- ✓ Easily upgraded to support expanding business model

C. Pitman Baker & Associates, Incorporated

Software Consulting, Design, and Development

Irving, Texas  
(972) 579-1642