Hoober Increases Efficiency and Visibility with Aptean Equipment ERP

Unlocking key benefits with a purpose-built solution

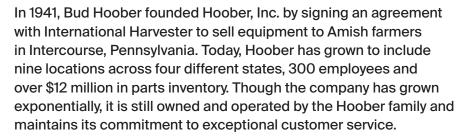## Industry

Equipment and Parts

Challenges

» Relying on an outdated legacy solution to manage operations

» Workarounds and manual data entry created inefficiencies

Benefits

» Gained the ability to integrate new technologies as they emerge

» Increased workflow visbility between departments

In 1941, Bud Hoober founded Hoober, Inc. by signing an agreement with International Harvester to sell equipment to Amish farmers in Intercourse, Pennsylvania. Today, Hoober has grown to include nine locations across four different states, 300 employees and over $12 million in parts inventory. Though the company has grown exponentially, it is still owned and operated by the Hoober family and maintains its commitment to exceptional customer service.

Growing Beyond Legacy Solutions

Hoober was utilizing an outdated legacy system to run its operations prior to going live on Aptean Equipment ERP in 2015. As one of the largest CNH Industrial dealers in the U.S., Hoober relied on a legacy out-of-the-box system to manage its relationship with the vendor and to comply with vendor requirements. Though the system worked initially, the team at Hoober began experiencing system performance issues and knew it needed a more robust, reliable solution that could scale as it grew.

Scot Goodling, IT Director at Hoober, was part of the discovery team responsible for selecting a new business solution for the company.

"With our legacy system, we were using all the features and functionality available to us, but it felt like we were up against a ceiling. We couldn't customize the software to develop new functionality, and the flat-file structure was beginning to create some challenges for us. As Hoober continued to grow, we knew we needed to grow beyond that business system," Goodling says.

The Hoober team began searching for an enterprise solution that could integrate CNH's required interfaces and provide the company with the core functionality it needed to streamline its operations and ensure success. Hoober ultimately decided on Aptean Equipment ERP to help run its business.

Achieving Flexibility, Scalability and Adaptability

From the beginning, Hoober's relationship with Aptean has been unique. As one of CNH's largest dealers, Hoober was the first business of its kind to make the leap away from a CNH-recognized dealer management system (DMS) to a fully integrated enterprise resource planning (ERP) solution. For the team at Hoober, the appeal of a modern enterprise-level system that would help the company streamline operational efficiency and manage business growth was a pivotal selling point, despite the fact that all of CNH's required interfaces would have to be custom built within the Aptean Equipment ERP platform.

"There's a ton of functionality in the ERP solution that we knew would fit well with the business processes we had already implemented at Hoober," says Goodling. "Some of the basic functionality, like reporting and accounting, has helped us simplify our processes."

Aptean Equipment ERP is built on the powerful Microsoft Dynamics 365 Business Central platform, which proved to be a big selling point for the team at Hoober.

"We knew from the beginning that we were implementing a solution with a solid foundation. The Microsoft platform allows us to connect everything in our business. That creates a lot of opportunity for us to integrate all of those applications and products that were on an island before back into the system. Plus, because it's a Microsoft Dynamics solution, the list of interface options continues to grow," says Goodling.

Aptean Equipment ERP's flexible, Microsoft-based platform also allowed Hoober's application development team to go in and customize the software to align with CNH's specific vendor requirements. Instead of having to wait for legacy system providers to include CNH interfaces in their product roadmaps or development paths, Hoober has the ability to think outside-the-box and incorporate new processes and reporting features that the older legacy systems aren't able to handle.

For Tyler Ranck, Corporate Parts and Service Director at Hoober, implementing Aptean Equipment ERP has been a huge advantage for the company.

"With our research, we did not find any existing CNH-endorsed business system that offered as much flexibility as Aptean Equipment ERP, and most others were based on outdated database platforms. Like most dealers, we feel we have unique operational goals that we want to accomplish. If we're restricted by a business system provider that doesn't let us integrate and customize what we need, then our hands are tied. With Aptean, we're able to quickly adapt when new technology is available to integrate."

"For the team at Hoober, the biggest benefit of having CNH interfaces built into a fully integrated solution like Aptean Equipment ERP is never having to leave the system to use the equipment vendor's interfaces."

Tyler Ranck, Corporate Parts and Service Director, Hoober

Increased Efficiency and Visibility into Multi-Site Operations

Hoober's number one goal during the implementation process was to make Aptean Equipment ERP the center point of its entire business. That meant integrating everything the company currently used to manage its processes – including spreadsheets, external databases and various workarounds – into the solution. Though time-consuming during implementation, the results of creating a centralized location where all of the company's daily processes live and function has been extremely beneficial to the entire business.

"The new solution has given us more control over our processes," says Ranck. "The system forces users to follow the rules and has added a lot of consistency that our business was lacking before."

Ranck points to website order fulfillment functionality found in Aptean Equipment ERP as an example of a newfound efficiency at Hoober.

"We've been able to tie the ERP into our website, so when customers buy parts online, their order information is pushed automatically into the solution. This helps us streamline order fulfillment and cuts down on order entry. It's all much more efficient."

Ranck also calls out a customization to enable accounts payable automation that minimizes manual data entry processes.

"We became far more efficient with this automation functionality, particularly when it comes to our dealings with Case IH. We buy thousands and thousands of parts from the vendor, and prior to Aptean someone had to manually enter each part number and compare any discrepancies line by line. We modified Aptean Equipment ERP to upload and auto-match this data, so our team only has to look at a few exceptions. We've been able to reduce the amount of staff needed to do this."

With Aptean, the team at Hoober has gained insight and visibility into its data and operational processes, leading to better workflow between departments, greater efficiency and more cost-effective business processes.

"Now that we've been live on the system for a few years, the tremendous improvement in visibility into our business' key metrics has allowed us to make better business decisions. Using the system's Power BI analytics tools, we feel like the sky's the limit as far as building operational dashboards to get key information at the fingertips of department managers at our various sites," says Ranck.

Aptean Equipment ERP with CNH Integrations

Hoober's relationship with CNH has evolved since implementing Aptean Equipment ERP. The company's ability to create custom CNH interfaces within the ERP based off feedback from CNH and other dealerships has positioned Hoober as a forward-thinking leader among other large dealers.

For the team at Hoober, the biggest benefit of having CNH interfaces built into a fully integrated solution like Aptean Equipment ERP is never having to leave the system to use the equipment vendor's interfaces.

"Now, everything is in one place," says Ranck, "so we don't have the problem of double entering information anymore. If we're placing a parts order or looking up inventory, we simply click a button in our ERP system and have access to all the vendor data. We no longer have to go to another website and manually type in part numbers there."

Hoober's CSPS customization to CNH's interface within Aptean Equipment ERP lets the company's Parts team push data from CNH's parts catalog directly into sales or service orders in the system, so there's no need to retype information or part numbers.

"From the feedback we've received, the CSPS functionality in Aptean Equipment ERP is the best on the market," says Goodling. "The move for us to CSPS has been a positive one, and for others on legacy systems, they can't say the same. That's definitely something that differentiates Aptean from the other software providers."

Customization done by Hoober to third-party app ASIP allows employees who are doing an inspection on the mobile app to look up part numbers and then push that into Aptean Equipment ERP for pricing verification. From the system, employees are then able to organize that information into a quote for the customer. This functionality built by Hoober is now available to Aptean customers.

Hoober's success is due to its ability to customize CNH's interfaces within Aptean Equipment ERP, while still being able to rely on the Aptean team for additional development work and support when needed. This flexibility allows Hoober to modify or enhance existing features to better fit the company's processes and vision for the future. The ERP's Microsoft Dynamics platform allows Hoober to continuously integrate new technology that becomes available and work alongside CNH to create more efficient interfaces and processes.

"When CNH puts web interfaces out there and asks dealerships and vendors for feedback on interface efficiency, that's where we come in and really work to uncover redundancies and make improvements," says Goodling. "Other software vendors have to decide if and when they want to create these interfaces for the dealerships on their solutions. With Aptean, we've been able to work together to build something really strong."

CSPS Functionality

- » Retrieve details for individual parts or check depot availability of multiple parts

- » Simulate parts orders to check promo eligibility and submit parts orders

- » Retrieve order status and shipment details

- » Check the status of a buyback in CNH's evaluation workflow

- » Automatically process AP invoices once parts and invoice details are received

AMAX Functionality

- » Generate inventory, history and fill files required for CNHI D2D program compliance from data in the business system as a nightly task

- » Automatically send the files to Case via secure FTP

- » Receive suggested purchase orders from AMAX to load into Aptean Equipment ERP as a new purchase order

Freedom Pay/CNH Gateway

- » Post transactions to customer CNH Productivity Plus accounts

- » Check eligibility and apply available promotions

Working with Your Business

Hoober's CNH interfaces and customizations are built as extensions in Microsoft Business Central. With these extensions, users have the ability to carry customizations over to new releases, so they don't have to be reengineered or re-mapped. This allows customers to keep up with Microsoft as it modernizes and continues to move its products forward with each new release of its software.

Aptean is proud to offer its fully-integrated Aptean Equipment ERP solution with Hoober's CNH-specific customizations to all CNH dealers. In addition, Aptean experts are available to help develop and implement other specific customizations as needed for any dealer.

Built on the Microsoft Dynamics ERP platform, Aptean's Equipment ERP solution is software for end-to-end management of your equipment business.

Are You Ready to
Learn More?

Interested to see how Aptean Equipment ERP can help you better manage your business?

Contact us at **info@aptean.com** or visit **www.aptean.com**.

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