Thalerus: Web-Based Solutions - www.thalerus.com

Pencil Cup Office Products in El Paso was one of many Britannia users who needed to find a replacement when ECi announced it would no longer be providing upgrades or enhancements to the program. For Christina Gandara, office manager, Thalerus was the best choice.

Pencil Cup had previously talked with Thalerus but held off making a change until August 2016. The system is web-based and with that difference, she says, it's able to provide her with a much bigger picture. "With the web-based approach," she says "everything can be accessed from the opening screen, such as setting up files, customers or vendors."

Thalerus also hosts Pencil Cup's online presence. "Setting up order approval for users has been extremely easy," she says. She says the system is easy to use and customer friendly. Different templates offered for hosted pages simplify the process to establish an online presence. Pages are clean and easy to navigate.

"Any customer who has done any kind of online shopping before unquestionably will know how to use our site," says Gandara.

One of the best features of the Thalerus system, says Gandara, is the ease with which pricing structures can be set up. It's not necessary to set different structures for every customer. The system offers preset pricing profiles. "Pick the pricing strategy that works best, and you can apply that to a customer," she says. "We don't have to go through and copy every contract—just copy a profile and a pricing strategy and you're done." Once set, pricing profiles can be tweaked for individual accounts.

Another useful feature of the Thalerus system is the way it handles customers who make purchases using e-commerce malls. Customers such as universities and municipalities tend to use such arrangements for their purchasing. In the past when there were errors or exceptions, such as an item that was back-ordered, Pencil-Cup wouldn't be notified; the error would just sit there.

"Now we get an email instantly saying that an order failed to come through," says Gandara. "We can log in, find the error immediately because the system shows us what it is, and fix it right away.

"This system pulls correctly and fixes everything right away," she adds. "The supply chain runs so much better from the purchasing side. It is quicker and more integrated."