

Victory Packaging

Rapid growth meant that Victory Packaging needed a database management system that could quickly and painlessly grow with them.



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Company Profile

Victory Packaging is a manufacturer and distributor of high quality packaging materials. These materials are customized for a wide range of industries and processes, including agricultural, freight, moving, perishable and just-in-time inventory.

Victory Packaging has over 1,000 employees and 50 warehouse and distribution centers in the United States, Canada and Mexico. Since 1976 it has grown considerably by providing just-in-time delivery and inventory management to a diverse customer base. Their aim is to reduce inventory levels and material handling costs substantially by bringing only what the customer needs, when they need it.

This year alone, Victory Packaging will manufacture and distribute over \$400 million in packaging materials. The company consistently grows at approximately 20 to 30 percent per year. To assist in the growth, they have made major acquisitions and have invested in sites, plants and people.

Business Situation

Victory Packaging began using a wholesale distribution software package running on a standard operating system in 1983. The software package that had been provided by Southern California Software proved to be ideal, having the flexibility to be customized as the company grew and its needs changed. The package includes the following modules: order processing, inventory control, sales history tracking, Accounts Payable, Accounts Receivable and General Ledger/Financial Reporting. Victory Packaging's software includes sophisticated features such as automatic pricing with complex algorithms, automatic commissions, extensive inventory analysis capability and a unique consigned inventory/billing system. The software also interfaces to Electronic Data Interchange (EDI) so they can complete transactions with other companies.

The company began to grow and the number of users increased further. Their system would not support this increase and therefore would have hindered Victory's business development. They knew they needed to make a change if they wanted to take advantage of growth opportunities. "We needed to find a dependable database but also knew that we wanted as little conversion as possible," states Ralph Rapoport, Director of MIS at Victory Packaging.

Business Solution

With assistance from Technical Resource Group (TRG), a systems integrator in Costa Mesa, California, Victory Packaging replaced their previous database solution with D³ AIX and kept the same software package that they had before. D³ completely integrates every aspect of their software application package.

Victory Packaging chose D³ for its scalability and ease of use. The D³ database management system works comfortably on systems with one to thousands of users, and this capability was important to handle the growing needs of Victory Packaging. In addition, because the D³ system was designed to be used by non-technical personnel, D³ includes a powerful English-like query language called AQL for creating reports. "D³'s Pick/BASIC is not a difficult language to learn. Because of its flexibility, the language makes it easy to extract the information we need," says Rapoport. He continues by adding, "We chose D³ because it has the flexibility to grow with us, the tools our staff really needs and an easy migration path from our existing database." TRG provides Victory Packaging with expertise in D³ AIX and computer hardware, and the support they need to avoid increasing their in-house MIS staff.

Benefits

With the migration to D³ AIX, Victory Packaging has been able to experience explosive growth with minimal change to their established software package. They have expanded from 15 users in the early 1980's to over 250 users and 100 printers today. In 1986, Victory Packaging was a company that provided packaging supplies to customers in Los Angeles, Oakland and Phoenix. Now, they are able to serve all of North America as a manufacturer, warehouse, and distributor of packaging supplies. D³ AIX from Raining Data, coupled with support services from TRG, has allowed Victory Packaging to grow to the size they are today, with minimal disruption to their administration systems.

In the state of California, Victory Packaging is known as "Golden State Container".

For further information on D³ or any of Raining Data's products, please contact your local sales representative or visit our Web site at www.rainingdata.com

Raining Data Products Used: D³ AIX

Other Products Used: IBM RS/6000 Model H70 with SSA Disk Storage Array running AIX OS

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