

CASE STUDY

Cutwater Helps the Traffic Safety Store Reduce Inventory Levels by 24%

Wholesale distributors are often told, “To improve your profits, you should reduce your inventory.” But how can you reduce inventory without sacrificing service? Is it even possible to dramatically reduce inventory while improving service and avoid stock outages, all while a company is experiencing a dramatic growth in sales? Will Snook, President and Founder of the Traffic Safety Store would give a resounding, YES, to all of the above!



“...we have seen a 24% reduction in our inventory levels... at the same time, our sales are up dramatically; Cutwater is making a substantial difference in our inventory costs.”
– Will Snook, President and Founder of the Traffic Safety Store.

The Traffic Safety Store is known for being one of the first companies to utilize the internet to bring traffic control products to those in need. Traffic Safety Store has grown to process over 75,000 orders, outfitting thousands of public and private projects throughout the United States. With locations in West Chester, PA and Reno, NV there is no part of the country The Traffic Safety Store has left untouched.

Cutwater AIM (Advanced Inventory Management) standard reports identify items within a distributors’ inventory that are out of line with demand. The use of Cutwater’s demand planning reports provide business owners, such as Will Snook, with actionable information about trends and forecasting so that they are able to invest in the right products and receive a solid return on their investment.

Cutwater began working with the Traffic Safety Store in December of 2014. Cutwater managers saw the company’s need for an inventory management tool and knew the tool would have an immediate impact on the company’s inventory. Within only three months, with the use of the Cutwater Advanced Inventory Management (AIM) tool, the Traffic Safety Store was able to reduce their inventory by 7%.

“Unlike some people we knew we had an inventory problem, that’s why we tried Cutwater, and immediately we brought it down 7%.” – Will Snook

“Prior to Cutwater, we had a ‘Let’s just never run out’ mentality around here. Now with Cutwater we have a ‘Let’s have the right amount’ mentality.” – Will Snook

As the Cutwater team continued to work with the Traffic Safety Store it’s influence has grown within the company. No longer is Cutwater known only by the owner, but it is a common topic brought up on a weekly and daily basis, in fact Cutwater reports are used to share inventory numbers in the businesses monthly and quarterly meetings.

“The newest report that Cutwater just rolled out, the Day by Day Analysis, is **extremely helpful** at providing us insight and visibility that helps us quickly identify trends in our sales that might have gone unnoticed otherwise”, said Brian Westrick, Vice President at the Traffic Safety Store, and internal champion of the Cutwater implementation project.

“The new day by day shipment report in **Cutwater is a great way for us to quickly look at prior days sales for unusual activity** in terms of something jumping up or something suddenly reducing in terms of sales so it’s a bit of a hybrid report that’s not only helping us with inventory but also is a great view into our historical sales.”

Being able to identify specific needs within the Traffic Safety Store has allowed Cutwater to not only better it’s relationship with a great customer but has allowed the Traffic Safety Store to experience even greater success.

“Immediately using Cutwater we were able to reduce our inventory by 7%. As we’ve continued to work with it, we’ve brought that down to 24%.” – Will Snook

After spending so much time observing and aiding the Traffic Safety Store, Cutwater decided to take a look at their other customers. They found Traffic Safety Store’s inventory success was not unusual. The same kind of dramatic decrease in inventory was seen similarly throughout many of Cutwater’s other clients.

The use of Cutwater AIM’s standard reports gives more visibility to wholesale distributor’s inventory. It gives owners and presidents the power to make smarter and actionable decisions, and the confidence to delegate decision making to others because they have a reliable tool guiding their decisions. Cutwater AIM’s low cost and highly impactful, actionable reports make it an influential tool.

“In any given week, Cutwater has enabled us to make smarter purchasing decisions that have more than offset the licensing costs, I mean, sometimes it’s any given day, or even just one very large purchase from one vendor” - Will Snook

Cutwater looks forward to continuing to grow with their customers and looks forward to their constant success.

About Cutwater Solutions

Cutwater has dedicated its efforts into insuring all of its customers are able to reach similar levels of success. With the use of Cutwater, wholesale distributors can significantly reduce their inventory by 10% to 30% or even more.

Cutwater software products are multi-user tools that are non-proprietary, require very little training and are highly affordable. Cutwater software is preconfigured for companies using Epicor Prophet 21®, and Microsoft Dynamics® GP, NAV, AX & SL. For more information visit <http://www.cutwatersolutions.com>

About Traffic Safety Store

Traffic Safety Store is the nation’s largest specialty supplier of traffic cones, parking blocks, speed bumps, and other federal and state approved traffic safety supplies. Headquartered in West Chester, Pennsylvania, Traffic Safety Store has been processing orders since 1997. For more information visit www.trafficsafetystore.com.



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