

Customer

Superior Ag

**Company Facts****Website:**www.superiorag.com**Location:**

Huntingburg, Indiana

Industry:

Agricultural Services

Number of Employees:

201-500 employees

Technology Used

Microsoft Dynamics GP

Business BenefitsA Superior Customer
ExperienceA Transparent, Responsive
Business Solutions PartnerA Path to Digital
Transformation

“ Turnkey recognized our huge IT investment and didn't try to sell us new software to replace our current one. They went in to see what they could fix first. What we asked of the original vendor for over ten months to no avail, Turnkey was able to fix in three weeks. ”

-Adam Hudson, IT Manager, Superior Ag

Business Challenge

Superior Ag provides a full range of agriculture services through agronomy locations, grain elevators, feed mills, retail fuel stations, and hardware and convenience stores. The company's business model is a cooperative approach that benefit its members through shared decision-making, increased purchasing power, marketing strength and profit. All of this translates into better products and services to their customers.

As a supplier of agricultural resources, Superior Ag relies on software that allows customers to prepay for products. To meet this requirement, the company worked with a business solutions partner who implemented Microsoft Dynamics GP and integrated it with accounting and agricultural retail platforms. However, the logic built into the integration between GP and their customer-facing software led to unpredictable pricing errors and incorrect customer balances.

Despite investing significant time and funds, the company's original ERP provider was unable to solve the problem. Meanwhile, Superior Ag's IT staff was overwhelmed with having to correct these errors in SQL code they weren't familiar with. This sustained lack of progress finally came to an end when Superior Ag's staff met a consultant from Turnkey Technologies. Intrigued by the Turnkey approach, Superior Ag hired the company to resolve the issue.

Solution

In assessing how to fix the problem with Superior Ag's prepay logic, Turnkey's Dynamics GP team focused on what could be fixed with the systems the company already had in place, rather than proposing the use of add-ons to patch up the problem or new software entirely. After correcting the logic underwriting the prepay function, the team began working with Superior Ag on additional ways to optimize and expand Dynamics GP.

The Turnkey Difference

“When you ask questions, Turnkey gives you answers. For too long, we dealt with a vendor who would always have to check with their developers, which were outsourced. Not with Turnkey. They are the developers. Chris Gherardini, the company's founder, has strategically found not just the best and the brightest, but most courteous and understanding technology experts from around the world.”

-Adam Hudson, IT Manager,
Superior Ag

About Turnkey

Turnkey Technologies, Inc. is a Gold Microsoft Dynamics Partner serving local, regional and national customers since 1994. We are a client-focused solution provider with a passion for maximizing value for our customers.

Microsoft
Partner



Gold Enterprise Resource Planning
Gold Cloud Customer Relationship Management
Gold Application Integration
Silver Cloud Productivity
Silver Data Platform

Business Benefits

A Superior Customer Experience

With the prepay module malfunctioning, customers were concerned about their money and the ability to procure the resources they paid for. On top of this, customers also had to spend time alerting Superior Ag about the incorrect amounts so they could be corrected and would often have to wait for extended periods while corrections were made. Now that the prepay module is functioning properly, Superior Ag customers enjoy an expedient, high-quality online experience that matches the company's products and services.

A Transparent, Responsive Business Solutions Partner

Because of Turnkey's emphasis on transparency, Superior Ag places high confidence in Turnkey's recommendations and execution of services in comparison with other vendors. According to the company's IT staff, Turnkey always takes their concerns into consideration and makes sure to clearly and concisely communicate the details of problems and solutions.

Billing is another area where Superior Ag feels more confident. Because Turnkey's statements of work are detailed, with line items that show how much time was spent on specific phases of a project, Superior Ag has an accurate view of where their budget stands and what they can expect to spend in the future.

A Path to Digital Transformation

Superior Ag's partnership with Turnkey doesn't stop with Dynamics GP. To improve customer experience and address the needs of its sales team, the company has decided to upgrade to a Dynamics CRM-based customer portal. By integrating CRM with GP, Superior Ag's sales team will have real-time information on their current customers, and a full front-to-back system truly dedicated to customer relationships.

“I feel that we have not only a vendor, but a true business partner in Turnkey. Someone who will be there to help us with our unique needs, without trying to make us conform to a one-size fit all solution. Everyone at Superior Ag is grateful and excited to be working with Turnkey Technologies.”

- Adam Hudson, IT Manager, Superior Ag