

MILLER WELDING SUPPLY

GRAND RAPIDS, MI | MILLERWELDINGSUPPLY.COM

The Company

Founded in 1946, Miller Welding Supply & Industrial Gases is a family-owned, full-service welding and gas supply business that services customers throughout Michigan and Northern Indiana. It provides welding consumables, equipment, and engineering services with a strong specialization in automation.

The Challenge

Before it adopted Cavallo, Miller Welding wasted resources trying to keep up with workflow management: Its industry-specific software required the team to enter reports manually.

Handling data for Miller Welding's five locations took three employees in different locations five to six hours per day. Miller Welding's goal: to eliminate the inefficiencies in its legacy system so one person could complete the day's work in five hours.

The Solution

When he talks about distribution management before Cavallo, Miller Welding President Michael Clay doesn't mince words: "We had struggled with our previous software, and it failed miserably for us."

In search of greater efficiency, Miller Welding adopted Cavallo SalesPad in 2014. The goal: to reduce operational overhead and speed access to information for the company's leadership.

"For years, I was told, 'Hey, you've got to bring to do centralized purchasing,'" Clay recalled. "And I said,



"We don't have the time for that! We're focused at 10,000 feet, trying to manage and grow the business.

"With Cavallo, we were able to centralize, and it's been a game changer," he continued. "I control inventory, I see all the queues, I see the margin failures and other processes that need immediate attention. "So it's been a huge, huge improvement as far as inventory and procurement.

"You can look at any aspect of an item and enter items on the fly, which is a huge thing for us. Many times, we need to maintain a certain amount of an inventory item — and within 35 seconds, I can have that order structured and ready with min/maxes, list price, and contract price for a customer. It's really expeditious efficiency.

The Results

With Cavallo, Miller Welding Supply benefits from:

- Control over inventory
- Instant visibility into workflow issues
- The ability to quickly make changes quickly
- Faster response times for sales to get products to market

"It's a game-changer. Cavallo has the ability to instantly access anything right from your laptop," Miller said. "When we migrated to Cavallo SalesPad, we consolidated and centralized purchasing to just one person, spending three hours per day. I don't think you could put a dollar amount on it, but we did throw around a number of about \$250,000. Cavallo has been a huge improvement to our operations and I don't think we could migrate to anything else."



"I don't think you could put a dollar amount on it, but we did throw around a number of about \$250,000. Cavallo has been a huge improvement to our operations and I don't think we could migrate to anything else."

Michael Clay, President of Miller Welding

