



AquaTech Dives Into TRAVERSE

AquaTech of San Diego has been in business since 1975. The company sells recreational and commercial scuba diving equipment to the general public, the military, and a number of commercial diving companies. Aqua Tech is the largest dive equipment retailer on the Internet, offering items internationally through their own website and via eBay. Equipment may also be purchased or rented at the 14,000-square-foot San Diego facility. Aqua Tech also offers scuba classes, equipment repair, and an onsite dive museum.

For thirteen years, Aqua Tech used OSAS to handle their accounting and general business needs. General Manager James Dean wanted to make a move to a SQL product. "We looked at about 20 software packages," said Dean. "But because we wanted a product with open source code, and because we always liked how OSAS performed for us, we decided to go with the SQL product from Open Systems: TRAVERSE." TRAVERSE was installed by Alex Pearson of IS Systems and was the first TRAVERSE version 10.2 install for any Open Systems customer. According to Dean, it's been smooth sailing with the new software. "The learning curve was very fast," he says. "Overall the transition went very smoothly."



Staff members with the Sea-Doo®, one of the 150+ products AquaTech carries.



Dean notes that it has been much easier to migrate the company's website because of Access and SQL Server. "We're utilizing the information in TRAVERSE to update pricing and other information on our site," he says. "It's made life much easier for us."

Purchasing has also been going very well for Aqua Tech. The company orders items from over 150 suppliers. In terms of purchasing, what used to take two employees now takes only one. "Our purchasing person can easily keep up with the ordering now," says Dean. "And it's nice for her to be able to purchase gear right at the point of sale. She can put together orders and generate POs for one company for the day. We used to have to send two or three purchase orders to the same company because we didn't want to hold up orders, and because there wasn't a good way to consolidate POs. Now, at the beginning of each day, one person can put them all together."

Aqua Tech is also using Digital Dashboard, a tool that is included with TRAVERSE System Manager. It gives an exclusive snapshot of key business indicators and can be personalized using over 35 pre-defined business metrics. Each user can choose which objects to view and whether to show data graphically, in text mode, or both. User settings also include the ability to set an automatic refresh interval to ensure timely, accurate information. The dashboard objects selected can show individual company or consolidated data in multi-company environments. "We're using Digital Dashboard to quickly access daily and weekly information," says Dean. "It's very efficient and easy to use and read."

In addition to the ten TRAVERSE accounting and distribution modules Aqua Tech is using, there are also plans to implement CRM (Customer Relationship Management) and Info-Alert, a powerful tool that monitors business data and provides automated alerts when various business conditions are met. "We plan to use Info-Alert to send order acknowledgements to customers by email," says Dean.

Alex Pearson offers a closing thought on the install. "I took a chance in installing a new version of the software; at the time, it had only been released for two weeks. But I found TRAVERSE 10.2 to be very stable, and the owners of AquaTech are very happy with their decision to make this move."



- Alex Pearson, IS Systems



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