



Learn how Bad Boy uses SQL Server Reporting Tools to give their salespeople insight into sales orders and inventory information.

## Case Study



## **Bad Boy at a Glance**

Bad Boy is a leading retailer of furniture, appliances, mattresses, and electronics in Canada. In 1955, the Bad Boy phenomenon was born. Mel Lastman opened his first Bad Boy store in Toronto Ontario, stating that Bad Boy was “the place to shop”. The store quickly grew in popularity and eventually, Mel turned 1 store into 40 locations across Canada. In 1972, Mel decided to turn his attention to politics leading him to sell the store which eventually closed under new ownership.



Mel Lastman and Son Blayne

At the time, 14-year-old son of Mel, Blayne Lastman, didn't give up on his high hopes for the Bad Boy entity. In 1991, Blayne was ready and had reopened the store. To re-establish themselves as an industry leader, Blayne invested in comical promotional initiatives which proved to be invaluable to Bad Boy's success! Today, customers can walk into any of the 12 locations, or you can conveniently shop online at [www.badboy.ca](http://www.badboy.ca)

### **Situation**

Bad Boy is a family-run company and as an ever-growing business, they held on to their commitment to always offer great products and value. In order to do so, they needed to implement new processes to increase sales floor efficiencies.

### **Solution**

In order to provide salespeople with all the information they would need, Bad Boy implemented Blue Link ERP with SQL Server Reporting Services which gave the sales team the insight they were looking for.

### **Challenge**

Bad Boy faced many challenges but one of the biggest ones was the inability for salespeople to view information for sales orders and inventory easily on one screen. The company had been using manual processes for some time and they proved to be inefficient.

### **Result**

Simple-to-read SQL reports were created to combat the challenge. The sales team is now able to accurately help customers much faster with additional benefits such as viewing historical data.

## Situation

Bad Boy is a family-run company committed to their 5 pillars of business: Quality, Selection, Service, Value and Price. Price matching with competitors, offering a lifetime price guarantee and their promise to “Never Be Undersold” outlines their commitment to always offer great products and value. Bad Boy currently has over 300 employees, operates 12 locations and one 110,000 square foot warehouse to ensure speedy delivery for all customers in the Ontario, Canada area.



## Challenge

Bad Boy had been using an antiquated system for some time and found the lack of integration capabilities, especially with their Magento website, a disadvantage. Systems weren't integrated, information was not up to date in real-time and the sales staff had become accustomed to manual processes that slowed company growth.

In the furniture retail industry, it is not uncommon for a customer to place their order and expect delivery at a later date. Given the nature of the industry, the front desk staff was dealing with a number of support requests. When a customer did call with an inquiry, it required the sales team to take the extra time to find the relevant information pertaining to the order.

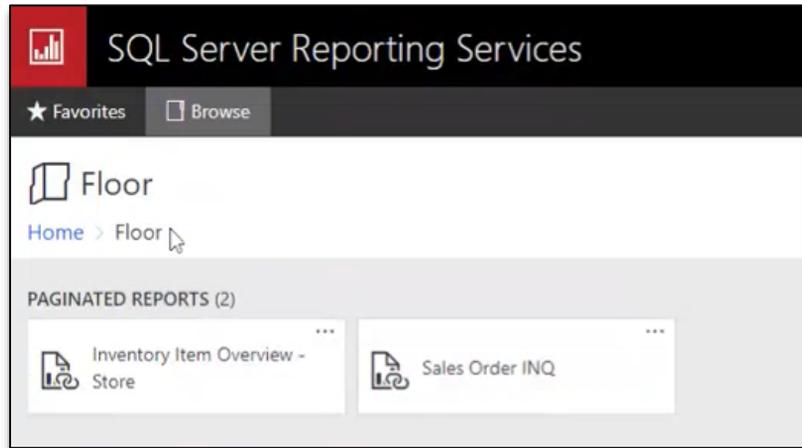
Since employees did not have an accurate view of inventory levels, they would often allocate product that was already allocated to another sales order, in the hopes to provide great customer service. Instead, it led to even longer wait times and disappointed customers.

In order to provide better customer service, Bad Boy started the hunt for a solution that would allow their 130+ sales floor employees access to all customer sales and inventory information on one screen and in a simple way. In addition to providing easy access to the information, Bad Boy management also had to keep in mind data security and costs. Part of the challenge was finding a solution that allowed management to control user settings and keeping costs reasonable with so many employees.

## Solution

Bad Boy found most software vendors lacked the personability they hoped for. After meeting with the Blue Link team, Bad Boy made the decision on their trusted technology partner and realized that Blue Link solved many of their pain points but included ongoing support and reliability unlike any other vendor. [Blue Link is an all-in-one ERP Solution](#) that includes SSRS as part of the base application and monthly fee which became the answer to the sales floor issue. Currently, Bad Boy uses a multitude of custom developed SQL Reports to gain insight into efficiencies across the entire business.

*Two specific reports, the **Inventory Item Overview** and the **Sales Order Report** are easily accessible via tablet by sales floor employees.*



The use of these two reports allows employees to assist customers with their order status and recommend appropriate next steps. The reports use a browser to show employees the same information that is within Blue Link ERP, without the need to have an individual Blue Link user account. This makes access simple, secure and within budget considerations. Staff accesses the information via tablet so they can walk the sales floor while on the call to provide the best possible service.

### What is SQL?

SQL is a language that speaks to databases to retrieve information. Blue Link ERP, among many other ERP solutions, are built using the Microsoft database.

### What is SSRS?

SSRS or SQL Server Reporting Services is a reporting tool special to the Microsoft database. SSRS uses SQL to provide you with SQL Reports full of customizable data with the ability to drill down. A single SQL report can combine information from multiple sources and can do so over multiple pages. SQL Reports include traditional data, tabular information and graphics making information simple to understand.

If you want to see Blue Link ERP - SQL Reports [watch this short video.](#)

# Sales Order Report

The sales order report provides employees with the information they would need for a support call. The Sales Order Report includes:

- ✓ All contact information including Billing and Shipping information
- ✓ If/how many units are on backorder
- ✓ If/how many units are on hand at the warehouse
- ✓ Price and if the customer has paid or not
- ✓ Order information including order date, salesperson, and department
- ✓ Line by line product descriptions and price
- ✓ Expected receipt date
- ✓ Delivery ID if applicable

SQL Server Reporting Services

★ Favorites □ Browse

Home > Floor > Sales Order INQ

Search Type: Sales Order
Search String: 5976282
Sales Order: 5976282 - Jane Smith

1 of 1 100% Find | Next

## Sales Order INQ

Sales Order: 5976282  
Order Date: 5/5/2022  
Customer Type:

Department: 01  
Salesperson: A1U - DONALD  
Closer: AZQ - BOB

Billing Address

Customer Code: 1052654  
Name: Jane Smith  
Address 1: 555 Weston Rd  
Address 2:  
City: TORONTO  
Province: ON  
Tel: 555-555-5555  
Email:

Shipping Address

Customer Code: 1052654  
Name: Jane Smith  
Address 1: 555 Weston Rd  
Address 2:  
City: TORONTO  
Province: ON  
Tel: 555-555-5555  
Email:

LN	Product Code	Product Description	Qty	UBO	Selling Price	Tax	Fenmar Avail	Exp. Rec Date	Invoice Number	Delivery ID	Invoiced Date
1	152462	SAM-DND-STD \$400-\$1000 24MONTH WARRANTY	15		855.00		2		0	11223	
2	568564	BEL-AIR-TOASTERS \$50-\$150 60MONTH WARRANTY	2		128.00		0		0	11223	
3	857945	FRIDGE-AIR-SONY \$2000-\$3400 60MONTH WARRANTY	5		2500.00		3		0	11223	

Total Amount: \$3,483.00  
Total Payments: \$0.00  
Balance Owing: \$3,483.00  
Payment Term: PrePay

## Inventory Overview Report

Gaining insight into inventory levels helps the employees recommend the right products to the customer on the spot. The Inventory Overview Report includes:

- ✓ SKU and Model numbers
- ✓ Full product description
- ✓ Product availability at other locations
- ✓ Recent purchase history
- ✓ A list and corresponding status of all customers who have a sales order for that product

SQL Server Reporting Services

Home > Floor > Inventory Item Overview - Store

Search By:  Contains:  SKU/Model:

1 of 1 | 100% | Find | Next

**Inventory Item Overview** Page 1 of 1

SKU:  Model:  As of: 5/5/2022 10:25:16 AM

<b>Description</b> SONY-FRID-52468575-LRG-CURVED-TV-60INCH	<b>Stores</b>	<b>On Hand</b>	<b>FIFO Layers On Hand (Purchase History)</b>												
<b>Supplier</b> SONY	00	5	<table border="1" style="width: 100%; border-collapse: collapse;"><thead><tr><th>Location</th><th>Last Purch</th><th>Qty Remaining</th></tr></thead><tbody><tr><td>02-WEST ST</td><td>4/20/2021</td><td>1.00</td></tr><tr><td>00-WAREHS</td><td>6/28/2022</td><td>3.00</td></tr><tr><td>08-JANE RD</td><td>5/20/2022</td><td>4.00</td></tr></tbody></table>	Location	Last Purch	Qty Remaining	02-WEST ST	4/20/2021	1.00	00-WAREHS	6/28/2022	3.00	08-JANE RD	5/20/2022	4.00
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08-JANE RD	5/20/2022	4.00													
<b>Class</b> RE	01	0													
<b>Comm Category</b> APPLIANCES	02	0													
<b>Price Type</b> Regular	03	6													
<b>Price</b> \$859.00	04	0													
<b>SND (Total)</b> 13	05	2													
	06	1													
<b>Total On Hand</b> 5	07	3													
	08	2													
<b>On Hand Fenmar</b> 2	09	5													
	11	4													
	12	0													
	14	2													

**SND**

Store Number	Customer Name	Status	Bill Number	Date Sold	Requested Ship Date	Order Quantity	Allocated	UBO	Selling Price	Scheduled Delivery Date	Delivery ID
06	JOHNNY SMITH	Backordered	85455862	12-Feb-22	25-May-22	1		1	\$825.95		
14	FINETUNE ESTATES PROPERTY HOLDINGS	Backordered	99658745	25-Jan-22	18-May-22	1		1	\$805.95		
11	STARLIGHT20 CORPORATION	Imported	65328545	16-Dec-21	27-Mar-22	1	1		\$799.95		85455862
14	JOHNNY SMITH	New	647521350	20-May-22	05-Sept-22	1		1	\$855.95		
02	TECHNOLOGY INC	New	05348421	18-May-22	25-Sept-22	1		1	\$855.95		
03	WALDO JOHNSON	Open	75463581	25-May-22	16-Oct-22	1			\$650.00		

## Result

As a result of implementing Blue Link ERP and SSRS, Bad Boy salespeople now have insight into real-time accurate inventory levels and sales order information. These two reports are what Bad Boy employees needed to amp up their customer service.

Employees can provide a status update to the customer quickly with the Sales Order Report and if a customer says they don't want to wait for an item, employees can use the Inventory Overview Report to see what other locations have the product (or similar) on hand. This eliminates the practice of employees taking inventory from other open sales orders.

Between the two screens, employees can follow up with customers regarding payment, offer similar products if the one they ordered is on backorder, they can upsell and can also look up historical sales. Information is at the salespeople's fingertips, and they are able to make properly informed decisions to ensure the customer experience is always positive. Management can rest assured that their employees are well informed and conducting business as efficiently as possible.

As their trusted technology partner, Blue Link and Bad Boy work closely together to ensure their processes – on and off the sales floor – are at their most efficient.



## BLUE LINK

Blue Link strives to help companies grow and improve their processes by providing innovative solutions to complex problems – without the large price tag.

With Blue Link, you will be able to:

- ✓ **Grow Your Business** with a fully integrated and automated system
- ✓ **Decrease Costs** with better inventory management
- ✓ **Save Time and Reduce Errors** with automated processes across all business operations.

Visit Our [Website](#).