

Turning chaos into order and profit since 1990

## Custom Software Makes Way For New CFO... and VISCO—Chemical

Once upon a time, there was a successful chemical importer/distributor. Business had been going well for years. Twelve in fact. Sales people were writing orders. Sourcing agents in China were providing the best product available. Container Shipments were moving around the world. They tracked it all with a "custom" database. Yes, there were occasional hiccups: a lost container here; an under-priced sale there. But there were happy customers. And there were profits.

But everything began to change when the new CFO came to town.

"How do we know we're getting the best price?" How do we know we're charging enough?" How do we know where our containers are in the supply chain?" "How do we know we're profitable?"

Her staff consulted their custom database. There was no way to answer these questions with the information they had.

The logistics manager bristled. Why did the CFO think she needed to know about the location of container shipments? That data belongs to logistics.

The CFO believed otherwise. "That data belongs to me. Logistics may

think it's their's, but it belongs to me. Because ultimately, every piece of data we have is financial data since it all impacts on profitability."

None of the team had ever heard this kind of talk before. But they had to admit it made sense. It would be great if they all had access to the same data, but if all the data could actually be interrelated... think of the reports they could generate! They began to look at their business in a whole new way!!

They had a vague idea of the way larger companies were able to do this sort of thing, but they were small by comparison and could never afford this kind of back-office capability. Why had she gotten their hopes up?

But, as usual, the CFO had an answer: VISCO. "VISCO will build bridges between our data to benefit every department. We'll get exact landed cost; exact matching of sales to purchases for a P&L on every shipment; and a crystal clear view of our supply chain, at a price that makes good business sense."

Today, business is better than ever. Sales volume is up. Customer satisfaction is up. And profits are up. And there's no end in site. Logistics, sales, traffic, and finance all living happily and profitably ever after...

### Industry

Chemical Import &  
Distribution

### Locations

US  
Mexico  
China  
Japan

### Markets

US  
Mexico  
European Union

### Certifications

SOCMA  
GMP and cGMP  
TSE & BSE  
ISO Certifications  
IMDG—IATA—  
CFR  
Kosher

### VISCO Users

32 in US & China

VISCO

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