Datacor Helps Whitaker Oil Increase Profitability

"Our business has grown and become more profitable. Datacor and Chempax have certainly played a role in helping us manage our growth."

Ed Steinman
Executive Vice President

■ **WHO:** Whitaker Oil distributes solvents, chemicals and petroleum products from facilities in the southeastern United States. The company also provides blending, terminaling and custom packaging services.

■ **PROBLEM:** Whitaker Oil operates a complex enterprise with multiple companies and multiple facilities. Whitaker needed a business software solution to help them manage and measure profitability at the transaction level and was specifically designed for the chemical industry.

■ **SOLUTION:** Whitaker Oil researched many software solutions and selected Chempax VB from Datacor, Inc. "We recognized Datacor as the leader in the chemical distribution software business. The Chempax VB software captures every transaction we do. Every business process: complex batching and blending, inventory management, purchasing, safety, price management, order entry, invoicing, financial statements. Chempax mirrors our entire enterprise," states Ed Steinman, Executive Vice President of Whitaker Oil.

■ **RESULT:** "We improved our operations significantly with Chempax. For example, Chempax allows us to automate distribution of reports to key management and sales personnel. On a near real-time basis, we provide sales personnel with up to date information on customer order and invoicing activity. Chempax also does a great job managing global price changes. Pricing in our industry is extremely volatile, so the ability to manage price changes is absolutely essential. We can make price changes quickly and efficiently in Chempax. We feel the business controls Chempax provides helped us improve our bottom line," states Ed.

WHITAKER OIL COMPANY

DATACOR

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