

# success stories

*Vent-A-Hood*

“We have implemented the application and have received nothing but positive feedback from our distributors. We look forward to working with CPBinc. on many more projects.”

—Richard Almazan,  
Controller  
Vent-A-Hood,  
Richardson, Tx.

## Vent-A-Hood

Richardson, Texas

### Web Purchasing and Order Status System

**Company Overview:** Vent-A-Hood of Richardson, Texas was the first manufacturer of home cooking ventilation. The first Vent-A-Hoods were manufactured in a house with a dirt floor in Dallas, and then sold door-to-door. The owners would literally go out and make a sale, then return to the shop to make the item for the customer. The primary ingredient in the success of Vent-A-Hood is its uniquely designed, fire safe, “Magic Lung” blower system. Throughout the years the product has been improved, but the original concept is central to the design and remains unequalled. Today Vent-A-Hood relies on sales of its products via distributors established around the country.

**Business Challenge:** Providing timely and accurate pricing information to the Distributor Sales Force was a key initiative for Vent-A-Hood. Also, the information needed to be up to date as current products were re-designed and new products were introduced. Vent-A-Hood wanted to offer a web-based order entry process for its Distribution Channel. Order status information, along with order confirmation needed to be more timely and accessible to the various departments within Vent-A-Hood and the Distributors across the country. Additionally, the legacy proprietary accounting system, which hosted this data, was not as flexible as Vent-A-Hood liked. This accounting system was cost prohibitive to upgrade for the B2B Internet functionality Vent-A-Hood needed.

**CPB, Inc. Solution:** CPBinc. built middleware tools to access the proprietary accounting systems database. Once the product, pricing, order status, and Distributor profile data was extracted, CPBinc. developed Internet access functionality which Distributors can access ubiquitously. Order routing was incorporated into this new system as well providing various Vent-A-Hood departments such as Sales, Customer Service, Purchasing, and Manufacturing accurate order status. Distributors also have access to their order status. An e-mail alert system was developed to proactively notify Distributors of the order status as it moved within Vent-A-Hood's order cues. The application was developed using Java, open source DB PostgresSQL and Linux.

**Business Benefits:** Distributor's satisfaction is at an all time high. Pricing and order confirmation is accurate and much more timely. Proactive information provided by Vent-A-Hood greatly reduces customer service costs. Annual paper catalog will not be created in the future. This expense has been eliminated, plus the added benefit of not being out of date once it is printed.

C. Pitman Baker & Associates, Incorporated

Custom Software Development  
Irving, Texas  
(972) 579-1642