

BUSINESS

# advantage

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**Quick ROI**  
with IBS software



# The art of supply

Intermarket Corp. of Miami is one the largest suppliers of graphic arts materials to South America and the Caribbean. With IBS software first implemented in 1993, Intermarket and IBS have enjoyed a long and successful partnership that continues to go from strength to strength.

**text:** Jack Gocher **photo:** Matthew Pace

“We have grown up with IBS!” says Patricia Alvarez, President of Intermarket Corp. “The system’s versatility and flexibility allows us to adapt it to our specific requirements and the powerful query tools support our growth, reporting and processing needs.”

## A LONG HISTORY

Intermarket first started working with IBS as part of a trial project in 1992, with the system going live in 1993. The relationship has continued to develop, with IBS supporting Intermarket through the many changes in its business and distribution needs. By 2007, Intermarket decided to go through a major upgrade to a newer version of IBS Enterprise and this was completed by October 2007.

“The upgrade was very smooth and was carried out with virtually no impact on

the business,” says Alvarez. “The working culture of IBS is excellent. We always feel like we are on the same team and they understand how integral their support and products are to our business.”

## COMPLEX REQUIREMENTS

Intermarket distributes products from many of the key manufacturers in the graphics arts industry, including Hewlett Packard, Dupont, Teijin Films, and AGFA. Products are held in a dedicated warehouse in Miami, Florida and distributed to countries across Latin America and the Caribbean. “We are in a very competitive market and it is important that we have systems in place to ensure inventory availability and reliable supply,” says Patricia Alvarez. “As part of our relationship with suppliers, we are expected to report our effectiveness and customer satisfaction

levels. IBS has been instrumental in ensuring we offer consistent and accurate support to customers, as well as providing the information needed to satisfy our suppliers.”

She continues, “Our expansive portfolio of products means we need to encourage consolidation in terms of distribution to multiple countries. IBS helps us manage our inventory and order processing so that we can minimize supply chain expenditure for our customers, our suppliers, and ourselves. The system also handles our multi-country and multi-currency requirements, which allows us to manage customers and suppliers much more effectively.”

The new version of IBS Enterprise has added further benefits to Intermarket. “The financial elements are making a big difference to our business and are helping us to be more efficient and to manage our cash flow more effectively,” says Alvarez, concluding, “We have always been happy with the software and support we receive from IBS. We have a system that continues to grow with our business, allowing us to add more functionality when and where we need it. IBS has always treated us with the utmost respect and we are delighted to be a long-standing IBS customer.”