



Advantage™

# NEWSLETTER

May 2008

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## Inside News.....

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## Introducing The LBM And Hardlines Division Of ECi

With ECi's acquisitions of Advantage Business Computer Systems in April, 2007 and RockSolid POS in October, 2007, ECi has become a major player in the LBM (lumber and building materials) and hardlines markets. Collectively, over 2000 lumber yards, home centers, and hardware stores use ECi software to run their businesses.

Considering the market opportunity and the breadth of ECi's solutions, restructuring our management approach by consolidating these two separate business units into one will enable ECi to more effectively market our solutions as well as improve our ability to service our customers. After all, though targeted at different segments, these business units do serve the same marketplace. This restructuring is not about one business unit being absorbed by another. It is more of a conceptual change in that we consider "Advantage" and "RockSolid" as product names rather than companies – with both being offered through the LBM and Hardlines Division. Combining the resources of these two units will make ECi an even more compelling competitor in the marketplace.

With this restructuring, Scott Stanford has been named President of the LBM and Hardlines division. Scott, formerly President of Advantage, now has the responsibility of managing the entire LBM and Hardlines business with RockSolid POS being added to his product portfolio. Gregory Cuke's role has also been expanded; he now leads the sales and marketing effort for this newly-formed division.

Other management changes have been made to enhance the new division. Tina Chowning, who has brought ECi Advantage from concept to reality, is now Product Manager, and continues to guide and influence the application. Hrishi Joshi of the ECi Advantage Development Team will now be Development Manager for that product. Vickie Frazier, who currently manages the development of the legacy Advantage application, will take on additional duties as Development Manager for RockSolid POS, the newest member of the ECi family. Bill Johnston is now the QA Manager for both the Advantage and the RockSolid POS software.



*Gregory Cuke, Scott Stanford, and David Lipetz from ECi Corporate Offices*

**ECi** Advantage™  
RockSolid POS™

Congratulations to these outstanding performers as they take on these new roles and responsibilities. If you have any questions about our new division, send an e-mail to Scott Stanford at [scott@abcsinc.com](mailto:scott@abcsinc.com)

## Advantage Support Team Profile

The Advantage Support Team works in Massachusetts, Virginia, Pennsylvania and Michigan, as well as Big Sandy, Texas. Each member brings a wide variety of experience to the table. We are pleased to introduce the members of this team to our customers through this column.

**Name:** Larence Shaddox  
**Office Location:** Big Sandy, Texas

**Position:** Software Support  
**Job functions:** Customer support, new installation training, customer upgrades.

**Years of service in customer support:** 15

**Past work experience:** US Army TAMMS Systems. Training and experience supporting several word processing, database, and GUI applications.

**Family Background:** 3 children

**Personal Background:** Larence served 16 years in the United States Army as an infantryman and mechanic. He enjoys creative writing and woodworking.



**Name:** Les Kiepke  
**Office Location:** Big Sandy, Texas

**Position:** Software Support  
**Job functions:** Customer Support

**Years of service in customer support:** 13

**Past work experience:** Les worked in several different industries before coming to Advantage.

**Family Background:** 2 children

**Personal Background:** Les enjoys reading and working on home improvement projects. His favorite vacation spots are in the Northwest and involve both mountains and ocean.



# Welcome New Customers

Chicopee Mason Supplies, Inc.  
Gordon Building Supply  
Mercer Equipment Co., Inc.  
Northern Lumber



We welcomed Goodson Lumber Company as a new customer in February.

Front Row (left to right): Jimmy Wilson, Obed Guajardo, Mike Jones

Back Row (left to right): Ernie Voight, Carolyn Kurio, Tiffany Noack, Patti Goodson, Mark Goodson, Fermin Luna, Tyler Welch

# ADVANTAGE ACADEMY

## Another Successful Advantage Academy



Another successful session of Advantage Academy has just been completed. It is a learning experience that can't be duplicated. Class instructors lead the students through the applications and procedures. That kind of learning is expected, but the interaction among the participants is also a valuable and important aspect of the whole session.

Because there are always experienced users attending the classes, novice users can learn many timesaving techniques from them as well as from the instructors. Breaks are a time when contacts and new friends are made.

If you have never attended Advantage Academy classes or it has been a long time since you were last here, be sure to sign up for the next session. You will definitely have a "learning" experience.

### Class Pictures From Thursday 4/17/08

Shirley Nobles  
- WH Tyson &  
Son Mix



Mary Jane  
Parks - Homer  
Ace Hardware



John Watkins -  
Ridgefield Supply  
Co.

Polly Stinespring &  
Kriste Miller -  
Mississippi Hardware

Kathleen Bliss,  
Colleen Ruibal, Mike  
Monk & Wes Vice -  
Acadian Cypress &  
Hardwoods

Donna Frank -  
S&S Home  
Center

Noel Hinds -  
Barbados Lumber

Beth Stevens &  
Barbara  
Cunningham -  
Sheridan Lumber

Burnell Nesbett  
- TDC

Andy Long &  
Tammy Green -  
Associated Truss

