PJ Trailers: In It for the Long Haul with Synoptix for TRAVERSE

PJ Trailers of Paris, TX, is one of the premiere trailer manufacturers in North America. Established in 1991, the PJ Trailers brand is synonymous with high-end, superbly constructed trailers. The company makes flatdeck, deckover, tilt, dump, car hauler and utility trailers.

PJ Trailers is using TRAVERSE to handle their business needs, running accounting, distribution, manufacturing, eBusiness and point-of-sale modules on a MS SQL Server system. In addition, five employees at PJ Trailers use Synoptix for TRAVERSE for reporting functions. Synoptix, an industry-leading solution for enterprise report writing and drill down analysis, has a direct connection to the TRAVERSE database; therefore, users don't need to worry about data warehousing. The product encompasses end-to-end reporting capabilities and delivers everything from financial and operational reporting to advanced budgeting capabilities, with the look and feel of a spreadsheet.

PJ Trailer's CFO Doug Clark notes that Synoptix is incredibly easy to use, even right from the installation process. He received a download link for the software and video training tutorials via email, and installed the product within about 20 minutes. The training tutorials were broken out into beginning, intermediate, and advanced courses. Clark points out that after viewing the tutorials, he was quickly off and running, finally able to create the reports he needs to make important business decisions. "I can create financial statements in it any time I want to see numbers a different way," says Clark. "I use it to do annual financial comparisons, cash flow, and data analysis, as well as monthly, quarterly and annual budget comparisons."

Clark uses Synoptix to gather information by account number and account type. "I can also view sales and costs side-by-side, up and down, or however I want to see them at any given time," he says. "This product saves me two to four hours a week having to format reports."

PJ Trailers has more than 30 product lines, and they use Synoptix to track their profit margin for each product line. "It's very quick and easy," says Clark. He also notes that the company's general ledger was not set up very effectively initially, but Synoptix made that a non-issue. "I can go in and see whatever I want from each sale," he says. *(cont'd...)*

Clark has set up some dashboards that give him the status of each of PJ Trailers' seven different operating companies. "Some of our companies are process centers and some are cost centers," he explains. "I have one dashboard that tells me where each of our seven companies is. With that one dashboard I can see month-to-date, quarter-to-date, and year-to-date information. I can also set up comparisons to prior years and things like that. The bottom line is that I can get the information I need when I need it and however I want to see it, and at a relatively inexpensive price – and that's the joy of Synoptix for TRAVERSE."

Doug Clark
CFO PJ Trailers