

CASE STUDY

ATF Book Process Time Savings for TrackingPoint



The Company

TrackingPoint

- Applied Technology Firm
- Austin, Texas
- www.tracking-point.net

The Problem

TrackingPoint needed to track complex dispositions, and the manual system they were using was simply not up to the complex task required by the ATF

The Solution

Easy Bound Book streamlined and automated the process and saved them valuable time and man hours.

The Results

TrackingPoint sailed through their first ATF audit with no problems.

TrackingPoint, an applied technology firm, began in early 2009 when founder John McHale personally saw the challenge of moderate- to long-distance shooting. At that time, it was not possible to calculate range, ballistics, stability, and other factors in the time available on multiple shot attempts. With a strong background in technology, McHale knew that the problem should be solvable with the newly emerging sensor technology. He set out to build a rifle scope that could make that shot possible for any shooter, regardless of training or experience, revolutionizing the shooting sports market. That goal was accomplished in 2013 with the launch of Precision Guided Firearms.

“ This is a huge time saver for me and the warehouse team. Before EasyBoundBook, I would feel like my hand was going to break from all the data entry just to check in a shipment. What used to take 4-5 hours a month for multiple people, now only takes 5 minutes per shipment ...

– Guyanne Nichols, TrackingPoint ATF Records Keeper

As business has grown, so have the challenges with maintaining ATF bound book records. According to Guyanne Nichols, the responsible party for ATF records at TrackingPoint, “We started needing to track complex dispositions, and the manual system didn’t sit well with me.

While attending a firearms conference, I asked our attorney, who specializes in ATF requirements, about automation options. He strongly encouraged me to look at EasyBoundBook™ by Business Automation Specialists of Minnesota (BASM). Although there were less expensive options on the market, he stated that he didn’t know of any that were as complete as EasyBoundBook. The audit trail features and superior reporting capabilities would give me the peace of mind I was looking for.”

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TrackingPoint started discussions with BASM about EasyBoundBook and agreed it would be the best solution for their needs. Installing and setting up the solution was quick and painless for TrackingPoint. Guyanne raved, "The team at BASM was exceptional. They were highly responsive during the installation and set-up process, and it was obvious that they truly understood ATF requirements. They guided me on all the steps I needed to take to make sure the system worked as efficiently as possible right from the start."

With EasyBoundBook operational, Guyanne states, "This is a huge time saver for me and the warehouse team. Before EasyBoundBook, I would feel like my hand was going to break from all the data entry just to check in a shipment. What used to take 4-5 hours a month for multiple people, now only takes 5 minutes per shipment and we can all get on with our real jobs. But beyond the time savings, there is no measurement for the peace of mind I have knowing that we have an excellent audit trail, are in compliance, and the business can continue to grow without worrying about our bound book."

EasyBoundBook streamlines the ATF Bound Book requirements by recording the information in a database which saves significant time, virtually eliminates errors, and tracks everything in one location for easy access to information and organized audits. EasyBoundBook is reliable, safe, and secure using modern technology. Tracking dispositions at TrackingPoint now only requires two clicks of a button and a serial number. Easy Bound Book also allows them to track their NFA weapons.

Shortly after installing EasyBoundBook, Tracking Point had scheduled a 'mock audit' with their ATF consulting attorney. However, before that could happen they received the dreaded call that a real ATF auditor was on the way. "I was nervous at first - really nervous", recalled Guyanne, "so I immediately called the team at BASM and told them what the auditor said he would need. BASM calmly led me through the steps to find the information and reports so I'd be prepared when the auditor arrived." Guyanne continued, "The system held up, the auditor was pleased, and we passed with flying colors! I highly recommend Easy Bound Book - it's simply amazing and the impact it's had on our business and my peace of mind is dramatic!"

Experience

Business Automation Specialists leverages 27 years of practical business experience with software technology to help mid-sized manufacturers and distributors capitalize on their unique business strengths. We've built our business by helping our clients build theirs; enabling them to become better, faster and stronger through improved management controls, cash flow and profitability.

Performance

We focus the creative energies of business and personnel on the critical issues necessary for success by identifying time, information and communication loss. We utilize creative problem solving to structure and refine processes for optimum performance.

Knowledge

We provide the synergy of business professionals, industry knowledge, research and business acumen to produce consistent implementation and use of new and existing resources.

Results

We only provide services and products to our clients that will offer a return on their investment.



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