

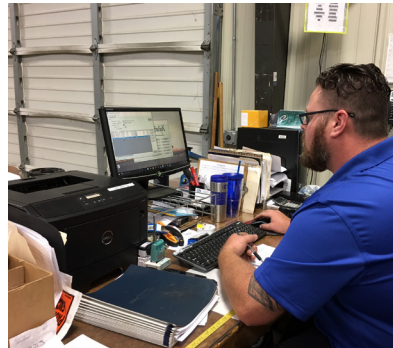
CLINE HOSE

TRULINX SUCCESS STORY



In 2004, Cline Hose & Hydraulics began the search for a software company that provided business management software focused on their industry and backed up with personalized, knowledgeable customer support.

Through their membership in the National Association for Hose and Accessories Distribution (NAHAD), Scott Cline, CEO, president and co-owner of Cline Hose, had heard of Tribute, Inc. and their expertise in the fluid power and hose distribution industry.



After a thorough vetting, Scott and his brother and co-owner, Glenn, opted to invest in Tribute's Windows SQL-based software for hose and fluid power distributors called TrulinX.

Of the goals Cline set to achieve with the implementation of TrulinX, all have been accomplished. They credit these successes to hard work, understanding the industry, responding quickly to customer demands, a sharp focus on their niche, and a knowledgeable software management business partner. They can be measured as follows:

- Increased revenue growth of 250 - 300% since 2004
- Improved profitability through better inventory management and A/R collections
- Significant revenue generated by better tracking and management of inbound freight
- Processing hose assemblies much more quickly and efficiently
- Servicing customers at the counter quickly with the TrulinX Counter Sales Module
- Diversified by expanding their hydraulic services and offering repair and remanufacturing of all types of drives, speed reducers, and clutches & brakes
- Opened a new retail center in North Charleston, SC

Scott Cline listed the primary reasons they value their relationship with Tribute, Inc. and some of the industry-specific features that help them stay ahead of the competition:

It's a partnership, not a service.

- Tribute is knowledgeable about our industry and is niche oriented. Coming from Prophet 21, it was nice not to have to deal with dozens of extra screens and support staff who didn't understand our business
- Tribute's staff is friendly and knowledgeable about our business. We like talking to people we know when we call in with an issue.
- Their annual user's group meeting, TribNet, is a fantastic value. A good opportunity for training and especially for networking with the staff and our peers.
- It's easy to train new employees on the software - especially millennials that are used to Windows based systems. It didn't take long to train the new staff at our new Charleston location.
- They partner with Best in Class integrated third party vendors and work with them to provide the optimum experience for us.
- We enjoy being part of the Program Priority Assignment Board and giving input into the direction of the software. We feel that our voice is heard and we're able to inform them what we see our industry's future.

Industry specific features that help us do business better:

- TrulinX SMART PARTS for hose assemblies has helped us service our customers at the counter at a much higher level
- The ability to easily create new Bills of Materials on the fly and make them standing BOMs.
- The Counter Sales Module is great and allows us to check our stock real time right from the counter and enables our customers pay via secure credit card payment, cash, checks or on-accounts.
- UPS and FedEx integration allowed us to better track our inbound freight and recover more of that expense. We weren't collecting half of what we paid out in freight before implementing TrulinX and now we recover more than we pay.
- We love the TrulinX customer and vendor Part Number Cross Reference feature.
- It's easy to export information from TrulinX into Excel, enabling us to analyze our business data.



Cline Hose Speaks Out

Our partnership with Tribute, Inc. is valuable. We like that they are big enough to service our business but small enough to be nimble, solicit customer input and develop features to our specific needs.

Tribute works hand-in-hand with us on projects, like the addition of our newest location in Charleston, SC, to ensure all goes smoothly.

TrulinX SMART PARTS for hose assemblies is an exceptional feature and one of the biggest benefits we've enjoyed from the software.