



## **NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

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### **Carolina Cooling & Plumbing Selects Data-Basics for Integrated Service Management Solution**

#### ***Company Expects SAM Pro Enterprise to Increase Operational Efficiency***

**CLEVELAND, OH** — South Carolina-based Carolina Cooling & Plumbing – a HVACR and plumbing service company – has selected Data-Basics' SAM Pro Enterprise software to create one integrated system for its service management and back office departments. The company hopes the move will streamline operations to help it reduce overhead while maintaining a superior level of customer service.

Carolina Cooling & Plumbing plans to implement nearly all of SAM Pro Enterprise's modules to help the company with its back office accounting, service dispatching, mobile field service access and work order management.

"SAM Pro had the most features—all in one package—that we were looking for," said Verlon Wulf, owner of Carolina Cooling & Plumbing. "I have a long-standing great relationship with the people of Data-Basics."

Carolina Cooling & Plumbing, well known in the Grand Strand for its 20 years of service to commercial and residential customers, recently decided to replace separate accounting and operations software packages with a business-wide software solution.

One of the company's primary reasons for selecting SAM Pro Enterprise was Data-Basics' Rules-Based Management™ (RBM) technology. RBM proactively manages routine activities and enforces a predetermined set of rules to help streamline and automate the service workflow.

The company will also utilize Data-Basics' TechAnywhere 2.0 tool, which supplies field technicians with mobile access to work orders using wireless devices, such as Blackberry devices and tablet PCs. Businesses with a mobile workforce that is wirelessly connected to the back office often see a reduction in fuel costs from more efficient dispatching operations.

Another key to Carolina Cooling & Plumbing's selection is the enterprise-level integration inherent in Data-Basics' software. "SAM Pro's seamless integration will have the greatest impact on our business," Wulf said. "Right now we're doing double and triple entry so the synergy inherent in the software will help all around."

Vernon concluded, "We're a regional leader in the industry. SAM Pro will help us maintain that leadership and be more efficient for our customers."

#### **About Data-Basics Inc.**

Data-Basics Inc. ([www.databasics.com](http://www.databasics.com)) is a leading provider of enterprise software solutions for the service, construction and facilities management industries. Offering a fully integrated system, Data-Basics helps companies plan and track enterprise-wide activities in real time while managing data in a customized, secure environment. Based in Cleveland, Ohio since its establishment in 1974, Data-Basics is a privately held company with more than 25 software professionals and a growing network of dealers and sales representatives throughout the U.S. and North America.

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