

Local Company Expanding

Edmonton business joins Solid Innovation

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Daily Herald

Not many businesses headquartered in Prince Albert have to create a strategy to boost their Canadian sales so they can meet their sales in the United States.

But that's the happy circumstance of Solid Innovation, says Craig Fisher, the company's chief executive officer. The company develops software used in the supply-chain distribution industry.

"Typically, our clients would visit convenience stores with a truck," said Fisher.

The software can be run on small handheld units or even smart phones.

It allows delivery people stocking shelves at convenience stores, or elsewhere, to note how many items are being delivered, returned, the costs and other features.

The software allows for automated invoicing and dramatically reduces errors compared with manual procedures, said Fisher. It also saves times and can

provide a return on investment in as little as three months, he said.

Software solutions include wireless order entry, accounting and sales force automation.

The company was formerly known as PalmX Route Accounting.

"We began all of this about 18 years ago," said Fisher.

He said Prince Albert is home and notes with pride he has brought some people from Alberta to work here.

Seven full-time employees are in Prince Albert.

Sales are made in a variety of manners, including through reseller agreements with other companies such as the one Solid Innovation will announce today. It signed an agreement with Time Business Machines Ltd. of Edmonton to help meet growing demand in Western Canada, said Fisher.



BULL'S EYE - A smart phone, left, or a dedicated unit can use the software developed by Solid Innovation. The Prince Albert-based company has made sales of its unique software in Canada, the United States and the Caribbean. Craig Fisher, chief executive officer, right, points to the location of the company's first U.S. customer in Missouri.



"Actually this year has seen us try to move back to Canada," he said. About 80 to 90 per cent of the company's current clients are in the United States.

Fisher recently attended a trade show in Toronto as part of the strategy to sell more in this country.

"It's very difficult for Western Canada to sell to Toronto," said Fisher.

Solid Innovation is always looking at ways to distribute its product more easy, Fisher said, noting that staff can do installations electronically from a

remote location.

With technology today you really don't have to be there," said Fisher.

The company keeps maps in its office with flags indicating the location of clients.

The flags extend from Saskatchewan to other provinces, down to the Caribbean.

"We're a little bit behind in putting up flags," said Fisher.

The company has done well, Fisher said.

The satisfaction now is that other software professionals are providing very favourable comments on the product.