

OGC — 5,500 Satisfied Users and Growing!

By Stephen Murdoch

OGC has been able to maintain its high standing in the industry because its management insists on employing a philosophy that appeals to its growing client base. The company offers unparalleled retail management options and business integration services, and it listens to what its customers have to say. OGC knows what it takes to service the home improvement and building supplies industry. For more than 25 years the company, with locations in Montreal, Calgary and Kitchener, has built an ever-expanding business based with experience and expertise in working with small, medium and large enterprises.

Led by Olivier Du Paul, the president, and its more than 40 professionals, OGC has carved a niche for providing focused service and value-added products that are helping their customers to grow their business and increase profitability. "We have a track record of successful partnerships with customers from across Canada. To date, we have over 5,500 satisfied users of our programs and the list is growing," explained Du Paul. "We have grown to become the leader in the hardware and building materials industry, offering a turnkey solution that is supported by a unique vendor."

As a solution provider in a sometimes crowded market, OGC prides itself on its commitment to research and development. "We are continually looking for ways to improve our programs. Our application includes an accounting management suite, inventory management, automatic provisioning modules especially interesting for special orders, complete point-of-sale functionality and electronic data interface for management and administrative purposes. In the early 1990s, we took our business to a new level with the launch of OGC-Plus, which offers enhanced functionality for the industry. The response was immediate



Olivier Du Paul, president of OGC (middle), with son Patrick Du Paul, director, Business Development; and daughter Caroline Du Paul, Marketing coordinator



with clients saving time and money with rebates tracking and delivery tracking modules."

The company's long-standing success according to Du Paul can be traced to its staff.

"Our dedication for delivering products and services are fully aligned with knowing our clients' needs. Knowing the efforts involved in replacing an existing system, we believe the only key for



OGC Sales & Marketing team – Back row, from left: Pierre Beaucage, David Mains, Mike McPhail, Sylvie Désormeau, Jean-Pierre McNeil. Front row, from left: Jean-Pierre Dupuis, Caroline Du Paul

success is to keep a sustained customer focus. From day one, our staff has been fully committed to the growth of our company and they are the number one reason that OGC has an unequalled high level of customer retention.”

OGC’s passion for the home improvement and building supplies industry runs deep. “Every year, we participate in a number of trade shows. They provide us with a venue to explain what our company does and provide potential clients with a hands-on feel for what our product can do for their business. The WRLA Prairie Showcase is one such trade show that is an essential part of the marketing mix. It brings sincere buyers and sellers together under one roof, helping match a company’s products with an end-user’s specific needs.”

In recognition of OGC’s 25th anniversary this year, the company plans on celebrating with both employees and clients. “Earlier this year, we released our new product, O2 web portal. This new product was our way of demonstrating

that some 25 years later we are still ahead and offering first-class solutions for the hardware and building materials industry. Many customers have been with us since day one and we look forward to working alongside them for another 25 years. In the upcoming months, we will be unveiling activities in conjunction with our anniversary.”

Developing a complete and totally integrated management software has certainly placed OGC on the map. With growth and notoriety has come competition, something Du Paul and his team are fully aware of. “We are excited about what the future holds. Our company boasts established relationships with renowned manufacturers such as Linux, SCO for the Unix operating system as well as INFORMIX, a supported product from the IBM family. We will continue to establish partnerships that benefit our clients and offer packages for reducing replacement costs of their current systems.”

Like most leading edge technology companies, OGC is working diligently and looks forward to the

challenge of staying ahead of the competition. “The biggest challenge in our business is to continually follow the constant evolution of technologies and to fill the industry’s growing requirements. Fortunately, we are working with first-class technologies and our products are easily adaptable and can follow this constant evolution. In fact we’re offering advanced solutions to assure the performance and success of our clients and we will continue to do so.

“Clients trust us; there is a great deal of mutual respect between our clients and our company,” Du Paul said with pride. “We really appreciate the ongoing support we receive from our clients and look forward to growing with them for many more years.” Given the company’s continuous growth throughout the decades and its reputation for high-quality retail management solutions and business integration services, it seems the market agrees with that statement. ○

Learn more about OGC by logging on to www.ogcinc.ca.