

## Tidewater Tactical

Customer Case Study

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Explore how a defense and tactical gear distributor leverages Cosmos to improve communication, optimize supply chain transparency, and win more contracts.

*"As a defense company, we have extensive reporting requirements for every contract. Before Cosmos, we were spending thousands of dollars on custom commission reports – now we can build and automate them ourselves."*

**Trevor Pantone, CEO and Owner**  
Tidewater Tactical

# Results



## Better Supply Chain

With precise inventory and purchasing data, Tidewater Tactical can minimize delays, expedite deadlines, and reduce overall costs.



## Improved Communication with Staff and Clients

Automated reports keep staff and customers in-the-know on orders – allowing them to be proactive and deliver better customer service.



## Reduced Report Development Costs

Tidewater Tactical no longer relies on costly consultants to build custom reports. Thanks to Cosmos, they have saved thousands of dollars so far!

# Reporting Challenges

**Tidewater Tactical** is a tactical gear distributor that supplies commercial, federal, state, and local government agencies with specialized defense equipment. Located in Norfolk, Virginia, the company bids on highly competitive contracts and sells directly to the special operations community.

Tidewater Tactical had been using QuickBooks for years until 2019, when they implemented Microsoft Dynamics 365 Business Central. According to CEO and Owner, Trevor Pantone, they had specific reporting requirements for every contract that could not be met by QuickBooks. Although Business Central's out-of-the-box reporting capabilities are extensive, the company struggled to build the complex reports they needed.

To meet the extensive reporting demands of the highly competitive niche defense industry, Tidewater Tactical was forced to rely on their Business Central partner for custom development. "Before Cosmos, we were spending thousands of dollars on custom commission reports," explains Trevor. "It was costing upwards of \$10,000 per report, and with six new reports on the horizon, we needed a more cost-effective option."

In addition to the rising cost of custom reports, Trevor says that the company wanted better visibility over their distribution operations. Staff at Tidewater Tactical were spending their shifts picking up the phone and calling vendors to see what shipments would arrive in the next 3 weeks. To increase real-time visibility into orders and deliver better customer service, they decided it was time to invest in an advanced reporting solution that integrated with Business Central.

After discussing their vast reporting needs, Tidewater Tactical's partner recommended watching a demo of Cosmos, the new user-friendly cloud reporting solution built for Business Central. As the self-proclaimed "reporting guy" of the company, Trevor was extremely impressed by how easy the platform was to use.

# Reporting Challenges

## Existing Problems:

Highly specialized reporting requirements outside of Business Central's functionality

Custom reports were costing thousands of dollars

Lack of operational visibility

## Looking For:

Customizable reports to fit complex reporting requirements

User-friendly system with quick user adoption

Automated tasks to better support staff

Better visibility across their supply chain

Compatible with Business Central

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**Trevor Pantone, CEO and Owner**  
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# Cosmos Impact

Since implementing Cosmos, Tidewater Tactical has saved thousands of dollars in report development costs. Trevor has been getting the most out of the out-of-the-box reports available in Cosmos, as well as leveraging the Cosmos team for custom reports.

Although Trevor is still in the process of mastering the system, he's been taking advantage of the pre-built reports available in Cosmos, like Accounts Payable, regularly. Two of the custom reports that he worked with Brian from Cosmos to build were an Open Purchase Order report and a Book Sales Order report. Both reports are imperative to the company's goal of being proactive and building customer loyalty. Compared to what they were doing before, Trevor says, "Just explaining to a developer what I needed from this purchase order report would have taken hours. Instead, Cosmos built and published the report right in front of me in an hour. And when it was ready, all I had to do was automate it and move on to my other priorities."

Now that these custom reports are automatically sent to staff every week, Trevor has seen significant time savings and increased productivity across his company. "Cosmos has not only helped us save significant time and money so far, but it has pushed us to become more proactive and lean forward," explains Trevor. "When the purchasing team gets this report every Monday, they start immediately updating customers on backorders or early orders. The customers love it – and so do the staff!"

When asked about the biggest reason why he likes Cosmos, Trevor states, "In a highly competitive niche industry, being able to communicate effectively is the number one thing that gives us customer loyalty and a chance to bid on a contract. Cosmos is helping us do that while solidifying our reputation for integrity."

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