BUSINESS SOLUTION PROVIDERS

Jewelry Importer Receives Sterling Service from Business Solution Providers

Athra NJ Incorporated is a classic American success story. Starting with a small silver jewelry booth on New York's 47th Street just two decades ago, hardworking immigrants grew their business one account at a time. Today their company is one of the nation's largest players in the sterling silver business, importing goods from all over the world, and distributing to giants like Macys, JC Penney and Dillards.

"While we were small, we used two separate software programs designed for the jewelry industry. Then when we were ready for serious growth, we needed a more robust program that would handle inventory, multiple warehouses, distribution and EDI. We selected Sage 100 Standard, and later moved up to Sage 100 Advanced," says Michael Kedersha, controller.

RIGHT PARTNER, RIGHT SYSTEM

Special fields in the purchasing module calculate the price of silver, either by weight or by piece. Fields added to the data entry screen streamline tasks in customer service.

"From the outset, we anticipated the software would need heavy customization for the jewelry industry," explains Kedersha. "That meant selecting one of Sage's certified master developers to partner with. Unfortunately BSP was not our first choice and only after some major frustrations did we decide to switch our account to BSP. Of course we were nervous to make the change but right from the beginning BSP showed that they cared as much about solving our problems and engineering a successful Sage 100 Advanced implementation, as they did about sending an invoice. There are lots of resellers out there, and we're always getting offers to switch. But we have such a strong relationship with BSP that we'd never be willing to change."

Consultants from BSP studied Athra's operations, and instead of the anticipated "heavy customizations," designed an end-to-end solution using Sage 100 Advanced out of the box flexibility, paired with limited code modification, that could grow with the company.

> "*BSP is always willing to show us how to design a report or add a field to the system, thereby empowering us to take real ownership of our Sage 100 Advanced system.*"
>
> — MICHAEL KEDERSHA
> CONTROLLER, ATHRA NJ INC.

"They looked to understand and learn our business, while simultaneously educating Athra on Sage 100 Standard and the available tool sets," says Kedersha. "As a result, we can do without jewelry-specific add-ons. BSP's Sage 100 Advanced solution does it all."

SEAMLESS SOLUTION

Athra uses Sage 100 Advanced to automate all aspects of its operations, including sales, accounting, and inventory. About 70 percent of Athra's orders are received by EDI, which integrates seamlessly with Sage 100 Advanced. The software produces barcoded pick tickets for its warehouse workers. Sage 100 Advanced coordinates inventory transfers between warehouses, provides real-time inventory counts and with Sage 100 Advanced Starship module, automates shipments to smaller customers. Soon Athra plans to implement remote scanning in the warehouse, as well as expanded barcode scanning for the receiving department. "We currently manage about 113,000 SKUs, and process over four mil-

lion inventory transactions a year," says Kedersha.

CUSTOM REPORTS

"BSP has written dozens of custom reports for us. All of which can be exported/emailed in various formats at the click of a button."

"We have six different sales reports, and all can be broken out in a number of different ways. We can do inventory evaluation reports, or analyze customer sales by item, or customer by shipment. Many of the larger department stores want us to track numbers by store, calculating who has the most sales or most returns, and Sage 100 Advanced makes it simple for us to do so," says Kedersha.

"Similarly, we can break down purchases by country of origin, vendor, or item. We use reports like these at least weekly, sometimes daily, because they help us run our business smarter."

"BSP is always willing to show us how to design a report or add a field to the system, thereby empowering us to take real ownership of our Sage 100 Advanced system. Due to the training BSP has provided, very often I can design or modify a customer report myself."

TIGHT PARTNERSHIP WITH BSP

"We have a continual relationship with

BSP, talking with them almost every day about our system," comments Kedersha. "For instance, two days ago they created a new import feature, for transferring items from one warehouse to another. Instead of plowing through paperwork, now we push a button, and the data we need is all there."

He also appreciates the priority he receives from his business partner. "BSP is always there for us, no matter what. They believe us when we say it's an emergency, and act fast."

AN UNFORGETTABLE RESCUE

One story in particular sticks in Kedersha's mind. "It was the day before Thanksgiving, and we had a tremendous shipment going out to Kohls. Halfway through, the scanning software malfunctioned. We called BSP, and they were out here within 20 minutes even though it wasn't Sage 100 Advanced that caused the problem. With absolutely no room for error, they rebuilt all of our data files, and the shipment went out before the deadline. A BSP consultant even stayed to assist with packing some of the boxes. It was something I'll never forget. Things like that definitely earn your respect – and loyalty."

The service provided by BSP has been instrumental to the growth and success of many organizations. Athra NJ is one example of a company which has benefitted from BSP's customer centric approach to a successful Sage ERP implementation.

Customer Profile

CUSTOMER:

Athra NJ Inc.
Carlstadt, NJ
www.athra.com

INDUSTRY:

Jewelry importer and distributor
Locations: Headquarters plus 3 showrooms & 15 virtual warehouses
Employees: 50+
Size: $10+ million
Users on Sage 100 Advanced: 25

CHALLENGE:

Athra outgrew jewelry-industry-specific software; needed to automate all operations including warehouse and distribution

SOLUTION:

Sage 100 Advanced with modules for manufacturing, core accounting, distribution, process manufacturing and EDI

RESULTS:

Customized software manages 113,000 SKUs and 4+ million inventory transactions a year, providing a significant return on investment