LEADING ONLINE FURNITURE RETAILER CUSTOMIZES CLOUD SOFTWARE FOR GROWTH

The Simple Stores

www.thesimplestores.com

COMPANY

- Location: Boston, MA, USA
- Industry: Online furnishings retailer
- Overview: Provides home furnishings through targeted e-commerce sites without typical online distractions.

CHALLENGES - REQUIREMENTS

- Replace QuickBooks with a solution that can integrate sales orders, purchases, and multiple offices
- Outsource simple order entry tasks to offshore personnel without granting full access rights
- Link drop shipment purchase orders and sales orders to manage profitability

KEY RESULTS

- Saved hundreds of thousands of dollars in customization expenses by using Acumatica's web development tools
- Used existing e-commerce site - reducing deployment costs and TCO
- Gained access to real-time dashboards, financial reports, and inquiries from a browser on any device
- Gained ability to securely outsource routine data entry tasks
- Maintained flexibility to run solution on premise, host externally, or switch to SaaS

the simple stores

> " We saved hundreds of thousands of dollars in customization expenses by using Acumatica's development tools to track the profitability of our drop shipments."
>
> Brad Busino • Vice President, The Simple Stores

BUSINESS CHALLENGE

The Simple Stores is a leading online home furnishings retailer that is growing over 100% per year. By addressing niche markets, The Simple Stores can deliver value to customers without the distractions and overhead associated with mega merchants.

Rapid growth of product lines, sales orders, purchase orders, customers, and vendors required The Simple Stores to automate processes in order to keep overhead low while tracking profitability by product and vendor.

SOFTWARE HISTORY AND EXISTING SOLUTION

Prior to Acumatica, The Simple Stores was using QuickBooks to manage its financials and a custom e-commerce solution to deliver a premium shopping experience.

QuickBooks was not able to provide several features required for continued growth—including item level detail on sales orders and the ability to link purchase orders with the corresponding sales orders to determine profitability on drop shipments.

WHY ACUMATICA?

According to Brad Busino, "Acumatica delivered enterprise class capabilities at a mid-range price." The Simple Stores investigated traditional solutions such as Sage MAS 200

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The Simple Stores provides home furnishings through targeted e-commerce sites without typical online distractions.

and Microsoft Dynamics as well as SaaS solutions such as NetSuite. Acumatica was the only solution that delivered the benefits of a web-based solution without locking The Simple Stores into a single service provider.

As a Cloud solution, Acumatica enables The Simple Stores to keep overhead low by outsourcing routine data entry tasks. Acumatica's design delivers rapid response time for overseas data entry and the pricing model eliminates the hassle of counting user licenses.

Acumatica's sophisticated import/export, reporting, and customization tools allows The Simple Stores to customize their system and make the total cost of ownership much less than competitive options.

OUTSOURCING AND OFF SHORING

In today's global economy, businesses outsource many routine data entry and maintenance tasks.

Acumatica supports The Simple Stores' outsourcing efforts in two ways. First, it delivers a web-based interface so new vendors can start immediately without the hassle of installing client software. Second, it provides unlimited user pricing so temporary workers and outsourced workers can be added and removed without juggling user licenses. This provides a solid audit trail for each vendor and each individual.

PROTECT YOUR MARKET ADVANTAGE

Every retail business has unique characteristics (brand, location, high service, low overhead, supplier relationships, etc.) that help it succeed in the market. Acumatica allows businesses to inexpensively modify processes to suit their business.

The Simple Stores has unique supplier relationships to expedite customer orders and minimize overhead. After learning to use the Acumatica customization tools, The Simple Stores made modifications to track profitability on orders where goods were drop shipped directly from supplier to customer. By using the included tools, the cost of the customization was 2-3 weeks of internal resources instead of hundreds of thousands of dollars quoted by other Cloud vendors.

ENTERPRISE FEATURES, MID-RANGE PRICE

Acumatica provided The Simple Stores with robust accounting, purchasing, sales orders, shipment, and more in a single integrated solution that was easy to integrate with on-premise systems.

"Acumatica provided a low total cost of ownership without sacrificing features to support our future growth plans."

Brad Busino
Vice President, The Simple Stores

	LEGACY SOFTWARE	OTHER CLOUD ERP	ACUMATICA CLOUD ERP
Web access without vendor lock-in	No	No	Yes
Web-based development toolkit	No	No	Yes*
Integration with in-house e-commerce	No	No	Yes
Outsourcing with free user-level auditing	No	No	Yes
Unlimited user pricing	No	No	Yes

*Acumatica web tools work with a standard IDE such as Microsoft Visual Studio, other Cloud ERP is proprietary.