

## J. Goodin

www.jgoodin.com

### COMPANY

- Location: Brea, CA, US
- Industry: Fashion Jewelry Manufacturer

### OVERVIEW

Distributor and manufacturer of fashion jewelry

### CHALLENGES - REQUIREMENTS

- Integrate with on-premise systems using robust customization and import tools
- Involve multiple organizations without complex setup and additional fees
- Manage different distribution processes including make-to-order and sell from inventory solutions

### KEY RESULTS

- Import process scaled quickly to match J. Goodin's growing business without resorting to batch processing
- Positioned the company for growth by providing a scalable solution available to over 10 locations around the world
- Eliminated NetSuite lock-in by purchasing a private Cloud solution

# Jewelry manufacturer & wholesaler gains Cloud and retains control

“Acumatica provided us with a web-based solution that we could install on-premise. This provided on-the-go access to data without locking us into a SaaS provider.”

- Jay Cheng, CEO, J. Goodin

### BUSINESS CHALLENGE

J. Goodin is a manufacturer and distributor of fashion jewelry that needed an ERP system to manage sales orders, purchase orders, inventory, and accounting.

The system had to be efficient in order to process a large daily volume of orders and customizable in order to support both current and future business processes.

The new software needed to support several sales models including a make-to-order process as well as a make-to-stock process for distribution through several sales channels such as Amazon.com, jewelry wholesalers, and retail outlets.

### SOFTWARE HISTORY AND EXISTING SOLUTION

J. Goodin's management team is technically savvy and believes that software enables business success. Over 15 years ago the company started using ERP software to help grow their business. The solution helped J. Goodin grow, but required Citrix and remote desktop solutions to gain access from anywhere. The company purchased a NetSuite solution in 2005 to solve this problem, but slow computations, lack of reliability, and shaky support led

J. Goodin to look for more established companies. After spending over \$160,000 on a SAP Business One solution, the company decided to go with Acumatica.

### WHY ACUMATICA?

Acumatica delivered a web-based solution that offered an on-premise server deployment option. This allowed J. Goodin to purchase a license, build customizations, and avoid being “held captive” by SaaS only solutions such as NetSuite.

Acumatica is Cloud-based so order processing is fast, even during peak periods. Growth-based pricing allows J. Goodin to expand the use of the system to include unlimited users in offices around the world, including the USA, Mexico, and China.

### J. GOODIN'S SALES AND DISTRIBUTION PROCESS

Acumatica automates different sales process so employees around the world gain real-time access to order status.



**Build to Order**

When a customer accepts a quote for custom jewelry, the salesperson enters the sales order into Acumatica. The system generates a purchase order that is sent to the manufacturing facilities. The order is received into J. Goodin’s warehouse in California prior to final packaging and delivery. All invoices and payments are automatically generated according to customer payment terms.

**Build to Stock**

J. Goodin stocks inventory in its California warehouse that is sold through a network of jewelry wholesalers, retailers, and online properties. Orders accepted from several sources are imported into Acumatica and processed the same day.

**Customizations**

J. Goodin’s developers will use Acumatica’s APIs to build a real-time interface to their e-commerce site. By supporting an on-premise deployment, the systems can be

“Acumatica is fast and efficient. During the holiday season we were able to import hundreds of orders that we previously had to batch using other ERP systems.”

Jay Cheng, CEO, J. Goodin

customized and accessed from anywhere.

J. Goodin continues to be impressed with Acumatica’s core technology and looks forward to implementing more features and more users.

**MAINTAINING CONTROL**

Acumatica delivers Cloud advantages and allows J. Goodin to remain in control.



	IMPORTANCE TO IMPORT & EXPORT BUSINESSES	ACUMATICA CAPABILITY
Multiple currencies	High	Yes
Flexible chart of accounts	High	Yes
Access real-time data anywhere	High	Yes
No client software	High	Yes