P'kolino

www.pkolino.com

COMPANY

- Location: Florida, US
- Industry: Design

OVERVIEW

Started by two dads, P'kolino designs and creates play products for children. P'kolino products are distinguished by their versatile designs, smart functionality and educational value. In 2012, the company of 16 employees switched its ERP system from QuickBooks to Acumatica for greater productivity, greater capabilities and all-round savings on its bottom line.

KEY RESULTS

- Doubled productivity
- $80,000 savings per year
- 75% reduction in data errors

Design company saves $80,000 a year, doubles productivity with Acumatica

"Acumatica is an integrated solution that has helped us improve all the processes within our business and integrate all the pieces of the puzzle from CRM to warehousing to sales inventory and orders. Everything is under one umbrella."

- Francisco Pardo, Operations Manager, P'kolino

SITUATION

P'kolino, a design company which focuses on smart play products for children, needed a solution to manage its entire product value chain—from tracking customer leads, to importing products, to managing customer orders.

But QuickBooks, the accounting software it had been relying on for several years, could not match P'kolino's rate of expansion. As business grew, the inconveniences piled up.

Since QuickBooks was installed on every individual machine, it meant that every time there was a software update, each machine needed to be updated separately.

As the business grew, P'kolino's inventory expanded to fill three warehouses. "QuickBooks didn't have the capacity and capability for tracking inventory across multiple locations," says P'kolino Operations Manager Francisco Pardo.

Also, because QuickBooks could not easily be integrated with other third-party software applications, P'kolino staff had to laboriously re-enter sales orders and other information, manually copying information from one platform to another.

"We had multiple software applications keeping track of different things. It was hard to maintain all that from an IT perspective. It was very complex," says Pardo.

When orders started flooding in for children's gifts over the Christmas and holiday season, the gaps in QuickBooks' capabilities cracked wide open. "We almost collapsed," says Pardo. "The amount of work we had to do was incredible and we thought we would have to hire more people the following year to cope with orders."

SOLUTION

Things changed when P'kolino switched from QuickBooks to Acumatica in mid-2012.

"We were looking for a centralized application that didn't require client software or specific software installed on each machine," says Pardo. "We found out that Acumatica was a web-based application running on one server, which suited our needs."

P'kolino

BENEFITS

The benefits of switching from QuickBooks to Acumatica were quickly apparent. In Christmas 2012, the team was not only able to cope with orders but were comfortably processing double the number of orders.

"We doubled the capacity of our team without adding headcount," says Pardo. "At this point in time, I believe we have even more room for growth. We estimate that once our customizations are all implemented, our team will be capable of processing three times the orders they do today. It's been a great improvement."

P'kolino saves $80,000 a year by not having to hire the three or four additional workers they would have needed before Acumatica, mainly through the automation of sales orders.

Acumatica is easily integrated with third-party software, meaning that P'kolino's workers who previously had to labor over manually keying in information from one system to another would save valuable time.

For instance, P'kolino staff used to have to comb through their third-party warehouse provider's database to re-enter all the transactions into their own system. With Acumatica, information is automatically synchronized between P'kolino and the warehouse.

"You can imagine the big savings in terms of time," says Pardo. "We also reduced errors by 75%, just by integrating those two applications."

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P'kolino worked closely with Acumatica Partner SBS Group to come up with customizations which best suit their needs.

Another instance of a time-saving customization was when the P'kolino website was integrated with its sales platform. In the past, when online orders were received, staff had to re-enter the entire order into the P'kolino sales platform because the website is run by a third party. Now, the information is downloaded automatically.

"From the 4 minutes it could have taken to type in a new order before, it now takes less than 30 seconds for orders to be downloaded. Once again, we also dramatically reduce the amount of errors which could have come in from keying in the wrong product code or zip code," says Pardo.

All in all, Acumatica has dramatically increased P'kolino's efficiency, accuracy and creativity. Says Pardo: "Acumatica is an integrated solution that has helped us improve all the processes within our business and integrate all the pieces of the puzzle—from CRM, to warehousing, to sales inventory, and orders. Everything is under one umbrella. The value of that should not be underestimated."

To learn more or to schedule a personalized demonstration of Acumatica, contact ISM at 1-877-496-5350 or sales@goism.com.