



SOFTENGINE SAP BUSINESS ONE CUSTOMER SUCCESS STORY

Firefly Home Collection

Firefly Soars into the Future with SAP Business One and Softengine Extensions



COMPANY PROFILE

Name: Firefly Home Collection

Location: Los Angeles, CA

Industry: Home Furnishings & Decorative Accessories

Website: fireflycollection.com

System: SAP Business One ERP
Softengine Connectors:

- Extended Validation Tool
- Purchasing Planning
- Item Card Info
- iTap Mobile RDP

“Without a full-blown ERP system that could automate all of our inventory management functions, we had to resort to manual processes to try to keep track of our inventory and that led to widespread inefficiencies and less-than-stellar accuracy.”

Jack Sahagian, CEO

Founded in 2000, Los Angeles-based Firefly Home Collection is a highly acclaimed designer and manufacturer of decorative accessories and home furnishings, including tabletop, wall decor, storage, garden, furniture and seasonal products. Firefly works with skilled artisans around the world to create highly distinctive and sophisticated home décor collections that are available at many of the top furniture stores, department stores and national chains, as well as well-known specialty, catalog and e-commerce retailers. The company maintains distribution centers in Los Angeles and Dallas and showrooms in major markets such as Atlanta, Las Vegas, High Point, North Carolina, Hong Kong and Xiamen, China.

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Challenge

Basic accounting software fails to deliver on-demand inventory, product and customer data

As is often the case with early-stage businesses, Firefly commenced operations with an entry-level accounting system that proved to be no match for the unique needs of the company's business. The deficiencies were often on display at trade shows where customer interaction requires quick access to a wide range of information such as product specs, inventory availability, previous discounts and other data that could help close a sale. Needless to say, uncomfortable situations arose while customers waited for reps to frantically dig through paper files in an attempt to find answers and keep customers and prospects engaged.

According to Firefly's CEO, "It was challenging to know on the spot what discount and shipping arrangements were already in place for a customer when we were at trade shows. We often had to rely on memory because we had no system in place to call up that data. And there's nothing worse than not being able to respond quickly to an impatient customer when you're conducting business at a trade show."

Inventory tracking was also a daunting challenge, whether trying to conduct inventory counts in all of the warehouses or simply accounting for transfers between locations.

Solution

Cloud-based ERP solution from SAP tackles inventory and reporting issues

Firefly leadership knew that they needed a more robust ERP system – one that was dynamic and customizable to manage the complexities of their business. After speaking with a number of ERP solution providers, Firefly came Softengine. An SAP Gold Partner, Softengine presented a demo of SAP Business One and right away the Firefly management team felt confident that this was the right solution for them.

One thing that really appealed to Firefly was that SAP Business One offered most of the functionality they needed right out of the box and any customizations could be implemented quickly with a minimum of development time and much lower costs than they would have faced with other solutions.

Softengine interviewed Firefly management and staff and took the time to study its business processes in detail. From this inquiry, Softengine was able to determine how best to deploy the functionality of SAP Business One and augment the core system with key enhancements to help fulfill Firefly's unique needs.

A few of the key objectives of the project were:

- Better inventory management
- More timely financial reporting
- Inclusion of product images on sales quotes, sales orders and purchase orders
- More accurate and timelier sales reporting
- Remote access to SAP Business One data via mobile devices
- Remote Access to the Cloud

Softengine enabled Firefly to access SAP Business One on:



Firefly management and sales reps can now instantly locate important customer, inventory and product data when working trade shows — or whenever!

More Softengine customizations increased efficiencies and reduced errors

- **Extended Validation Tool** — Enhances standard SAP Business One validation capabilities with the inclusion of warnings that automatically display if certain key data is missing from the BP Master Add and Sales Order Add screens.
- **Pre-Ticketed Line-Items** — Firefly now has the ability to mark line-items on sales and purchasing documents as "pre-ticketed items." When set to Yes, these line-items cannot be included in Available-To-Promise calculations, as they are manufactured for a specific customer with ticketing requirements.
- **Special Screen/Print Layouts** — When printing a sales order, sales quote or purchase order (for factories), the screen is automatically populated with item images and many of the same data fields as noted above with the item card, including UPC code, assorted quantity fields and pricing at various discount levels. Any of the data fields relating to customers or factories can be turned on or off by the user. Special print layout templates are available for sales quotes, sales orders, purchase orders, an Availability Report, Pick List and business checks.

"Softengine has been a trusted partner... They genuinely care about our business and do everything they can to help us succeed."

Jack Sahagian, Firefly CEO

Results

SAP Business One and Softengine have proven to be trusted partners for the long run

Firefly's partnership with Softengine has also remained strong over the years. "Softengine has been a trusted partner," said Firefly's CEO. "At the outset, they worked closely with us to determine all the customizations we would need to extend the functionality of the system to our unique requirements. Plus, instead of trying to squeeze every drop of revenue from this project, they actually helped us understand what we did NOT need, so we didn't waste money on a whole bunch of useless options. Softengine genuinely cares about our business and does everything they can to help us succeed. They constantly check on us to make sure everything is going smoothly and anytime an issue arises, they respond immediately and go to great lengths to come up with a solution ASAP."