Golden Artist Colors Paints a Rosey Picture With Sage ERP X3 Process

Founded in 1980 by the Golden family, Golden Artist Colors, Inc. began producing acrylic paint as a result of conversations with artists who needed new materials to help them explore more innovative ways of working with acrylic. The products that Sam Golden developed as the result of collaborations with these painters became his inspiration and central motif that he carried forward in the creation of GOLDEN.

Now a global brand, GOLDEN operates a 100,000-square-foot facility in rural Columbus, NY. The company's Custom Lab is the only facility of its kind, dedicated to designing products to the specifications of individual artists. Paintworks, the commercial paint and coatings division of Golden Artist Colors, provides commercial and OEM clients with paint-making technology, toll manufacturing, and integrated solutions. The company also assists customers with complex production, packaging, and regulatory issues.

System Evaluation

Operating with several stand-alone packages, GOLDEN management decided that it was time to invest in a true ERP solution in order to streamline the flow of information, improve inventory management, and enhance customer service levels.

A committee of six key personnel was established to manage the selection process. Their first step was to reference the APICS buyer's guide to select possible ERP vendors that appeared to be a good fit based on the industries served, functionality offered, and customer size.

The committee came up with 12 candidates. Each committee member was charged with the responsibility of evaluating two vendors based on functionality, install base, references, and support, and the list was narrowed to three–Sage, CSB-System and SSA (now Infor)–that would be more fully examined through formal product demonstrations and customer site visits.

According to Don Lynch, GOLDEN director of operations, the company selected Sage ERP X3 for two reasons. First, the team valued the strength of the system's planning functionality. Its MRP/MPS engine met their needs, and the shop floor reporting functionality was easy to use and made real-time updates.

The committee also selected Sage ERP X3 because it offered the most functionality at the best price. By making configurations in key areas, GOLDEN was able to use the system to meet its unique customer service, marketing support, and shipping requirements.

Customer
Golden Artist Colors, Inc.

Industry
Manufacturer of acrylic paints used in the fine arts industry

Location
New Berlin, NY

Number of Employees
140

System
Sage ERP X3

Challenge
GOLDEN sought to streamline the flow of information, improve inventory management, and enhance customer service levels.

Solution
Sage ERP X3 was selected for its powerful MRP/MPS functionality and the intuitive and easy-to-use shop floor reporting capabilities.

Results
On-time shipments now above 90 percent, up from 70 to 85 percent before Sage ERP X3. Inventory turns increased by more than 10 percent.

The Implementation

To help ensure a smooth cut-over, GOLDEN formed a team comprised of key representatives from each department within the company. The 14 team members were responsible for learning their area of functionality within the Sage ERP X3 system and providing test data in order to configure the system.

The team developed 16 business process scenarios that were tested in a series of three conference room pilots during the implementation. Each time, the team revised processes and troubleshot for errors. Once the third pilot was complete, the team felt comfortable that the Sage ERP X3 system had been configured to correctly manage their business processes. After documenting the processes and user instructions, each team member trained the users in their respective departments. The system went live within six months.

New Competitive Advantages

GOLDEN takes full advantage of one of the flexible parameterization features of Sage ERP X3 to configure key processes and functions without making programming changes. In particular, the company appreciated the ability to add new fields to tables, update screen layouts, and create record selection formulas that can be selected by users to filter data.

In addition to the parameterization features, Sage ERP X3 supported freight rate allowances, marketing support dollars for promotions, and co-op advertising.

According to Theresa Kehoe, GOLDEN applications business analyst, "We didn't have to adjust our business processes to fit the software. Sage ERP X3 software was able to conform exactly to the way we operate."

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>
> Don Lynch
> Director of Operations
> Golden Artist Colors

Results

Sage ERP X3 has played a significant role in improving GOLDEN's business operations. Measurable improvements include an increased level of on-time shipments, which are now consistently above 90 percent, as opposed to 70 to 85 percent without Sage ERP X3. Inventory turns increased from 5.4 to 5.96, an improvement of more than 10 percent.

Additionally, GOLDEN is able to monitor key aspects of its business that weren't possible before, including lead time, supplier on-time performance, and purchasing performance. "Actually, we're better able to monitor productivity in all company departments and focus on areas that need attention," says Lynch.

He adds, "Sage ERP X3 has provided better control over our operations. With easy access to information, we can make more informed decisions on how to use our resources to better drive the company."

About Sage

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. At Sage, we live and breathe business every day. We are passionate about helping our customers achieve their ambitions. Our range of business software and services is continually evolving as we innovate to answer our customers' needs. Our solutions support accounting, operations, customer relationship management, human resources, time tracking, merchant services, and the specialized needs of the construction, distribution, manufacturing, nonprofit, and real estate industries. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs more than 13,500 people and supports more than 6 million customers worldwide. For more information, please visit the website at NA.Sage.com or call 866-996-7243. Follow Sage North America on Facebook at: Facebook.com/SageNorthAmerica and Twitter at: Twitter.com/sagenamerica.

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