

PACIFICO'S BEAUTY PRODUCTS, INC.

Solution Overview

Industry

Wholesale Distribution

Microsoft Business Solutions Partner

ACQRA
Denver, Colorado, USA

Scenario

Pacifico's Beauty Products needed an easier way to reference business information and an improved purchase order process.

Company Profile

Pacifico's Beauty Products is a distributor of Aveda beauty products.

Benefits

Microsoft Business Solutions makes a significant difference in Pacifico's Beauty Products information retrieval and inventory control.

Software Used

Microsoft Business Solutions—Great Plains
Financials
Inventory and Order Processing
Microsoft Small Business Server
Microsoft SQL Server™

Demographic Information

Annual Revenue: \$6 to 15 million USD
Number of Employees: 35
Number of Users: 9
Transaction Volume: 78,000/month

Migrated from Great Plains Accounting

Pacifico's Beauty Products needed easier access to critical business information and a better purchase order system. Microsoft Business Solutions integrated with WebHouse satisfied those needs.

Located in Denver, Colorado, Pacifico's Beauty Products is an exclusive distributor of Aveda beauty products in Colorado, New Mexico and eastern Wyoming. They are dedicated to providing services to beauty industry professionals while striving to protect and improve the environment.

The Need for Speed

Pacifico's Beauty Products needed to make critical business information more accessible for daily decision making. With the previous accounting system, dozens of Crystal and Access reports had to be generated just to gather updated information. This process took several days to complete. As a result, these reports were used only at month end. Moreover, these reports were so complicated that Pacifico's Beauty Products had a full-time staff member just to maintain and generate them.

Another time-consuming task needing improvement was the purchasing process. The previous method of creating purchase orders to replenish inventory was a two-day process involving significant data entry, which was prone to clerical errors and inaccuracies. This process also limited purchase orders to 99 line items, meaning large orders had to be separated into several purchase orders, often leading to confusion and potentially incorrect shipments.

A Robust Solution

Needing a solution to these issues, Pacifico's Beauty Products migrated to Microsoft® Business Solutions—Great Plains®. The new solution has carried their business platform to the next level by saving both time and effort in information gathering and inventory control. For reporting and purchase order demands, the company's Microsoft Business Solutions reselling partner, ACQRA, recommended an integration of third-party solution, WebHouse. Easy to implement and customize, WebHouse added value to the new solution by easing reporting.

A link was added to save Pacifico's Beauty Products an enormous amount of time in the purchasing process. Using Explorer on the item quantities object, they created a view that includes all of the inventory level information needed to calculate new orders. This information is moved to Excel where Explorer automatically launches an Excel macro that completes the reorder calculations, indicating exactly what Pacifico's Beauty Products needs to order. Finally, that reorder information is mail merged into a macro that automatically enters each of the more than 400 line items into a purchase order in less than five minutes.

"Microsoft [Business Solutions] helped our business to consolidate our 'islands of information,' enabling us to deliver a higher level of customer service and work more efficiently."

Louie Lago
Director of Operations and Technology
Pacifico's Beauty Products

This results in shorter order cycles, increased accuracy and lower inventory carrying costs. At the end of the day, Pacifico's Beauty Products not only saves time and money, but is able to improve cash flow.

Return on Investment

Pacifico's Beauty Products began seeing the benefits of the new solution immediately. The company has eliminated nearly all of the more than 100 Crystal and Access reports required for compiling information. They are able to find critical information in seconds compared to the four or more hours Crystal required to create just one report. Pacifico's Beauty Products estimates that the reporting capabilities of Microsoft Business Solutions teamed with WebHouse saves two weeks of labor each month.

The new solution has completely changed the way Pacifico's Beauty Products creates purchase orders. Once a two-day effort, creating a purchase order is now a two-hour process. The new process has also eliminated nearly 100 percent of the opportunity for errors caused by data-entry mistakes. This can be a significant factor when each purchase order may contain more than 400 lines and total over \$200,000. Fewer errors for Pacifico's Beauty Products means lower inventory carrying costs and improved cash flow.

The time saved by Pacifico's Beauty Products has also enhanced customer service. Customers are seeing an increased accuracy in their orders and with this increased accuracy a greater likelihood that products they want to purchase are in stock. Pacifico's Beauty Products has an increased knowledge about their customers and products using WebHouse for their business intelligence needs.

Future Plans

The next step in Pacifico's Beauty Product's future will be the implementation of eOrder. Initially they will use the system to enable sales people to enter and check the status of orders online, which will save time and reduce error rates in their call center. The second phase will be a rollout of eOrder to their customers as a way of improving service.

For more information about Microsoft Business Solutions, visit www.microsoft.com/BusinessSolutions

© 2002 Microsoft Corp. All rights reserved. Microsoft and Great Plains are either registered trademarks or trademarks of Microsoft Corporation or Great Plains Software, Inc., in the United States and/or other countries. Great Plains Software, Inc. is a wholly-owned subsidiary of Microsoft Corporation. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

This document is for informational purposes only.
MICROSOFT BUSINESS SOLUTIONS