

Gina Group Steps Up Efficiency With Help From Net@Work

CUSTOMER

Gina Group, LLC

INDUSTRY

Wholesale Distribution

HEADQUARTERS

New York, New York

Number of Locations

Two

Number of Employees

45

SYSTEM

Sage MAS 500

Modules in Operation

- General Ledger
- Accounts Payable
- Accounts Receivable
- Inventory Management
- Sales Order
- Purchase Order
- EDI

SOLUTIONS PROVIDER

Net@Work

www.netatwork.com

Gina Group, LLC is a wholesaler of hosiery and accessories. Its products are manufactured by offshore and domestic contractors and are shipped to the company's United States warehouses for distribution. The company's customers are primarily discount retailers across the country. With a large volume of orders, tight margins, and seasonal sales trends, Gina Group requires a powerful distribution software solution to enable it to meet customer delivery schedules, communicate with its warehouses, and remain profitable. The solution Gina Group relies on is Sage MAS 500 ERP, ably supported by Net@Work.

A need for efficient electronic communication and meaningful business intelligence data drove Gina Group to seek a replacement for its old software. "We did a lot of research on companies that represent multiple products and found Net@Work," recalls Jeff Chafetz, operations manager at Gina Group. "They worked with us to develop a list of requirements for the new software, and then pointed us to Sage MAS 500 as a solution that would meet those requirements."



Accurate Landed Cost

The company's product costs vary widely, as do the costs involved in shipping the company's products to the United States. Net@Work implemented a comprehensive landed cost tracking solution that allows Gina Group to track actual costs in real time. "Net@Work met with our finance and operations staff to gather their input. They then came up with a system that really works for us," says Chafetz. The software is configured to track factory cost, ancillary freight costs, actual freight based on an item's weight, duty, and warehouse handling fees, incorporating these into each item's true landed cost.

CHALLENGE

The company's old software offered only rudimentary EDI capabilities and insufficient sales analysis tools. Manual communication with third-party warehouse provider was cumbersome and inefficient.

SOLUTION

Net@Work expertly implemented and configured Sage MAS 500 and an integrated EDI solution for Gina Group.

RESULTS

Accurate landed cost data helps ensure profitability. Electronic communication with third-party warehouse provider eliminates manual tasks and boosts accuracy. EDI efficiently handles large volume of small orders.

"We couldn't have done it without Net@Work. They are a talented team, continually coming up with great ideas and working in collaboration with us."

Jeff Chafetz

Operations Manager

ABOUT NET@WORK

Net@Work is a leading integrator of accounting, financial, customer relationship management (CRM), and business management software. As a Sage Select Business Partner, Net@Work represents the full range of Sage ACCPAC, MAS and CRM products.

Net@Work specializes in workflow analysis, application development, industry-specific customizations, and system upgrades.

With a staff of 120 plus consultants, developers, and hardware engineers, Net@Work supports over 1,500 clients and receives numerous awards for its high level of customer service.

Recent Recognitions:

Accounting Today - Technology Pacesetter

Accounting Technology - VAR 100

Crain's New York Business - Top Software Company

INC. - INC 5,000

Sage Software ACCPAC President's Club

Sage Software MAS 500 President's Club

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"Price is everything in this market—and transportation costs are a large part of that price. We need accurate costs so that we can set accurate price points. The software eliminates guess work and ensures that we're selling at the right price," explains Chafetz.

Third-Party Warehouse Communication

Years ago, Gina Group made the strategic decision to utilize a third-party logistics provider for its warehouse operations. With the old software, staff e-mailed copies of the picking tickets to the warehouse for fulfillment. It was time consuming and presented too many opportunities for error.

Net@Work was charged with designing the interface between Sage MAS 500 and the logistics provider's software. Net@Work designed a powerful EDI solution that integrates Sage MAS 500 with the warehouse provider's software system. Transactions flow from Sage MAS 500 to the warehouse provider to initiate a shipment, or to notify the warehouse of an incoming shipment. Transactions flow from the warehouse software to Sage MAS 500 to acknowledge receipt of those communications and to synchronize inventory levels between the two systems.

Customer Communication Using EDI

The same EDI tool is used to communicate with the company's larger customers. "They send us one purchase order representing anywhere from 100 to 500 individual stores. The software automatically creates individual orders for each shipping location. It saves a tremendous amount of data entry time and is very accurate. Gina Group had a rudimentary EDI system in place for customers with our old system, but Net@Work took it to the next level," Chafetz says.

Sophisticated Sales Analysis

With much of their business seasonal and subject to fashion trends, the company needs access to real-time sales data and trend reporting. Net@Work implemented a comprehensive sales reporting solution for Gina Group that delivers the data the company needs to remain competitive.

"We have access to a wealth of data. We can analyze sales by geographic location, by salesperson, by product category, and by division," Chafetz explains. "We can compare this year to last, this period to the same period last year, and of course tell instantly how many we have on hand, on order, and due to arrive."

Investment Pays Off

The company has experienced steady growth over the past several years, but Chafetz points to a change attributed to the slowing economy. "We've maintained a consistent sales volume this year compared to last, which is good in this economy. But what's different is that we are processing more transactions for smaller amounts. If we did not have the infrastructure in place to efficiently handle those orders the increased overhead would have hurt us."

Chafetz credits Net@Work for orchestrating the business management solution that works so well for the company. "We couldn't have done it without them. They are a talented team, continually coming up with great ideas and working in collaboration with us."

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