

CUSTOMER SUCCESS

Golden Artist Colors Paints a Rosy Picture with Sage X3

Sage X3 enables Golden Artist Colors to optimize across the entire business to serve a growing customer base.

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 New Berlin, NY. GOLDEN offers its products to artists around the world through its three divisions: GOLDEN Acrylics, Williamsburg Oils and QoR Watercolor. 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.

Golden Requires Investment in ERP to Meet Growing Demand

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

Company**Golden Artist Colors, Inc.****Location****New Berlin, NY****Employees****275****Industry****Manufacturer of artist-quality painting colors and mediums for the fine arts industry****System****Sage X3**

The Challenge

- Growing business required more robust business management
- Information flow and inventory management had room for improvement
- Objective to enhance customer service levels

The Results

- Ability to manage and expand the business with greater efficiency and productivity
- Improved access to information resulting in data-driven decisions
- 10% improvement in inventory turns
- 20% increase to on-time shipments

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 vendors based on functionality, install base, references, and support, and the list was narrowed to three—Sage X3 and two other industry specific solutions—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 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 X3 because it offered the most functionality at the best price. Because Sage X3 is highly flexible, GOLDEN was able to use the system to meet its unique customer service, marketing support, and shipping requirements.

Sage X3 Goes Live

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 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 tested for errors. Once the third pilot was complete, the team felt comfortable that the Sage 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.

GOLDEN Enjoys New Competitive Advantages

GOLDEN takes full advantage of Sage X3's flexible configuration options by tailoring key processes and functions without having to make programming changes. In particular, the company appreciates 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 X3 supports freight rate allowances, marketing support dollars for promotions, and co-op advertising.

According to Theresa Kehoe, GOLDEN applications business analyst, "We do not have to adjust our business processes to fit the software. Sage X3 software is able to conform exactly to the way we operate."

“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 the resources to better drive the company.”

- Don Lynch, Director of Operations, Golden Artist Colors



The Results

Sage 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 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 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."



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