



Client Success

NICE LINK HOME  
FURNISHINGS

WHOLESALE DISTRIBUTION

## DESIGNS ON GROWTH: NET AT WORK HELPS NICE LINK HOME FURNISHINGS SCALE



### NICE LINK HOME FURNISHINGS

#### CHALLENGE

Nice Link Home Furnishings was on the precipice of tremendous growth, but couldn't attempt to scale without upgrading from QuickBooks to a modern, cloud ERP solution.

#### SOLUTION

Net at Work helped the company evaluate, select, and implement a new ERP solution — Acumatica Cloud ERP.

#### IMPACT

- Hosted, cloud deployment provides easy and efficient remote access to support both traveling and work-from-home staff
- Robust EDI integration allows the company to win larger and more sophisticated customers without increasing staff
- Scalability ensures the company can continue its growth trajectory
- Net at Work's consulting team provides ongoing and invaluable business and finance consulting allowing Nice Link to maximize the value of its software

The home furnishings market in the United States is worth nearly \$35 billion annually and continues to grow at a steady pace. Nice Link Home Furnishings has found an ideal seat in this market.

As a direct importer of fashion-forward furnishings from China, the company distributes its products through major online and brick-and-mortar retailers including Wayfair, Costco, Ashley, and Macy's. Last year, sales for Nice Link Home Furnishings were just over \$6 million, and with active and realistic expansion plans, the company expects to nearly double that number over the next few years. With rapid growth in the house, Nice Link Home Furnishings knew it needed to modernize its company's technology and select a partner that could advise it on the immediate challenges and guide it into the future. Net at Work is the team Nice Link Home Furnishings invited in.

#### ENTRY-LEVEL SOFTWARE LIMITS GROWTH

"We were running three different divisions on QuickBooks," explains Jay Carlson, President of Nice Link Home Furnishings. "It worked alright for basic accounting, but definitely isn't scalable for the level of growth we are experiencing. We needed sophisticated warehouse management, inventory control, and integrated EDI to be able to capitalize on new opportunities."

Nice Link Home Furnishings hired a consultant to help identify its next-generation business management solution. The consultant recommended two products with potential: Acumatica Cloud ERP and NetSuite, and one partner, Net at Work, who is an agnostic solution provider specializing in both of these leading Cloud ERP solutions. After Net at Work presented a considered comparison of each, Nice Link Home Furnishings selected Acumatica. "Net at Work was a huge help as we worked through our ERP selection process," says Carlson. "And while both products were capable of doing what we were asking of it, ultimately Acumatica felt the most intuitive to use."

#### BUSINESS COACH SPEARHEADS IMPLEMENTATION

Carlson said his first thought was to simply mimic the setup and structure the company had established in QuickBooks, but Net at Work's consulting team encouraged him to rethink and configure Acumatica to not only support existing

## CLIENT SUCCESS: NICE LINK HOME FURNISHINGS

*“Net at Work served as a strategic business coach throughout the implementation and beyond.”*

workflows, but to optimize and augment them. “Net at Work’s team of consultants not only have a firm grasp of accounting and distribution best practices, they come with tremendous cumulative experience working with similar companies,” Carlson says. “Net at Work served as a strategic business coach throughout the implementation and beyond.”

### POSITIONED TO SCALE

A critical part of Nice Link Home Furnishings’ expansion plan was to begin warehousing product for its customers to speed and streamline the supply chain. The company is now efficiently managing six warehouse locations with Acumatica.

“We simply couldn’t have attempted this expansion without Acumatica,” Carlson says. “Investing in our growth potential is paying off as we’re able to win more customers and deliver more product more quickly.”

Coronavirus and the resulting lockdowns have resulted in a boon to eCommerce, with online spending in May 2020 up 77% over the prior

year. Nice Link Home Furnishings is able to capitalize on the emphasis on eCommerce thanks in large part to its integrated EDI application.

“Our customers are large B2B businesses selling online to consumers,” explains Carlson. “They send orders to us via EDI and we’re able to automatically confirm the orders and bring them into Acumatica for fulfillment. We simply couldn’t process the order volume we do without this technology that has had such a positive impact on our business.”

### BUSINESS DATA IN YOUR POCKET

The company operates with a lean staff spread over several states, so a cloud ERP simply makes sense for Nice Link Home Furnishings.

As a hands-on president, Carlson loves the accessibility to his accounting data Acumatica provides. “With Acumatica, I’ve got my data with me all the time,” he says. “I can view dashboards showing real-time metrics from my phone. The ability to

run the business from anywhere gives me tremendous flexibility since in a typical year, I travel extensively. This year, with the pandemic, is anything but typical, but the cloud accessibility has proven its value again as we can all work from home just as easily as we can from the office.”

### UNLEASH THE POWER

Carlson says that Nice Link Home Furnishings’ partnership with Net at Work is critical to the company’s success. “The Net at Work team is extremely valuable to us. Their range of talent and expertise, along with a cloud ERP, means we don’t need our own in-house IT staff. As a result, all our people can focus on growing the company.”

He concludes, “Acumatica is powering our company top to bottom, side to side. And complementing Acumatica is Net at Work, who helps unleash that power to let us keep the company growing smartly and successfully.”

### Net at Work – Business Performance Unleashed.

Net at Work provides their clients with the vision, leadership and support of a Virtual CIO. This allows them to focus on their core competencies knowing they can fully rely on Net at Work to implement technology solutions that unleash new levels of efficiency, performance and success. With experience across virtually every business discipline, the Net at Work team supports over 6,000 organizations in making software, systems and people work together in achieving their core organizational objectives. Their comprehensive range of services and solutions include ERP, CRM, Employer Solutions, eCommerce, Payments, to Cloud and IT Managed Services. From the company’s founding in 1996, Net at Work has garnered wide industry recognition as problem-solvers and promise-keepers, which are the foundational principles on which all their client relationships are based, and that their clients say they value the most.