

Sheralven Enterprise Ltd. | Powered by VAI



The Company

Founded in 1977, Sheralven Enterprises Ltd. is a one-stop shop for fragrances. The Edgewood, N.Y.-based company sells, manufactures, and distributes a wide variety of brand-name and private-label perfumes, colognes, body lotions, and other fragrances, while providing warehousing and logistical services for its customers. Sheralven processes and directly ships items domestically and internationally for national retail chains and independents. With multiple state-of-the-art distribution centers, Sheralven maintains the highest rate of fulfillment in the industry.

Industry

Wholesale Distribution, Retail, Durable Goods

Requirements

Distribution, Warehouse Management, eCommerce, Order Entry, Order Verification

The Solution

Any profitable business understands the importance of effective time management. In today's world of changing technology, it is no surprise that increasing amounts of once time-consuming, mundane tasks are now automated, freeing valuable hours in the workday to focus on other, more essential business ventures. This is easily accomplished with an advanced, comprehensive, and integrated Enterprise Resource Planning (ERP) software solution. Hampered by an outdated and unreliable ERP system, Sheralven Enterprises sought a solution that would complement its need for facilitating effective warehouse management and sales operations.

Sheralven encountered numerous problems with its previous ERP software package. First, the system was outdated and unreliable, and therefore hindered the company's productivity and profitability. Additionally, obsolete Electronic Data Interchange (EDI) capabilities presented connectivity issues and difficulty processing large volumes of orders.

For Sheralven's warehousing and sales personnel, the older system required tedious, time-consuming, and manual order processing procedures. The company's distribution operations were note-driven – slowing

down the accounting process and preventing a timely order fulfillment process. This directly affected customer service. A solution that could handle large volumes of orders, while simultaneously managing an inventory of over 5,000 products was essential.

Sheralven needed a solution that would automate tasks, such as processing orders, tracking shipments and managing an extensive inventory. The distributor also required a solution that could handle greater volumes of orders, allowing the company to expand its customer base to include larger clients and more frequent orders. At the same time, Sheralven required its ERP solution to be equipped with a reliable, user-friendly EDI interface to enhance communications between its sales and back-end personnel.

Sheralven had to look no further than VAI for an ERP package that fit its business requirements. The company saw VAI as an industry-leading, reputable solutions provider. Sheralven also understood that VAI's experts could be readily available for technical support. Moreover, VAI's solution, VAI S2K Enterprise, was both affordable and sophisticated, giving them the best value.

By selecting VAI, Sheralven also knew that it would receive a



The Solution continued:

leading EDI solution from a VAI partner dedicated to providing and supporting business integration applications and services. S2K Enterprise offers a unique solution for organizing and tracking orders, generating financial statements, improving customer relationship management (CRM) capabilities, and automatically processing inventory.

Upon going live with the

solution, Sheralven dramatically by automating its data management and order processing. Through its EDI interface, Sheralven's received orders are automatically entered into the system, eliminating time-consuming, manual entry, and reducing the likelihood of errors. "From the moment we receive an order, the process flows seamlessly," said Sandra Parmentier, Controller, Sheralven. "We can upload, transmit and track orders almost instantaneously without wasting valuable time manually entering data or emailing invoices."

Sheralven's warehouse department uses a barcode scanner linked to the system to speed up order verification drastically. As a result, Sheralven can process more orders in a shorter time, helping to meet customers' needs. Furthermore, VAI incorporated an add-on that interfaces with UPS and Fed-Ex websites to provide shipment tracking information and an order summary for the sales team and the customer.

The Results

S2K Enterprise has yielded significant results and presents countless, ongoing business benefits for Sheralven. Internally, it has streamlined distribution and warehousing operations, reduced labor, increased turn-around times, and improved customer service. Additionally, Sheralven can solicit more business because it can efficiently handle greater order quantities. By

relying on VAI and S2K Enterprise, Sheralven expects to expand its e-commerce market and predict upcoming business trends.

Sandra Parmentier, Controller, Sheralven, said, "Prior to working with VAI, Sheralven's internal processes lacked the efficiency needed to manage its growing business. VAI dedicated countless hours to testing the S2K system and making sure it was the perfect fit for us—and all without a moment of down-time. S2K Enterprise has already proven to

be a great asset to our business and our customers."

Since the launch, Sheralven Enterprises Ltd. is using VAI's ERP software to:

- Organize and track orders
- Improve customer relationship management capabilities
- Automatically process inventory
- Increase turn-around time
- Automate data management and order processing

"We've done two acquisitions in the last five years and VAI has been a tremendous help in making our acquisitions seamless. Our IT and finance people worked together with VAI to make it a simple transition, and it's been growth from there on out. It's been wonderful."

- David Lubin, President of MJS Packaging