

TECSYS Customer Success Story

Curry's Art Store Leaps Forward with TECSYS Total Supply Chain Management



"To be effective and responsive to your customers, you have to have your system totally integrated—whatever you are doing, be it forecasting, purchasing, controlling inventory, taking customer orders, shipping and receiving—that's how TECSYS PointForce excels in support of our supply chain."

Carla Moum
Manager, Information Systems
Curry's Art Store Limited

At a Glance

Industry

Retail

The Challenge

The Company buys from Canadian suppliers and imports from all over the world. Its inventory counts some 20,000 SKUs of quality art materials, supplies and drafting supplies, in essence, anything to do with creative tools, materials and supplies can be found at Curry's. The Company needs to cater to its specific customers that include: professionals, designers and draftsmen as well as hobbyists in the art and design fields; fairly demanding clientele with the immediate need for tools and supplies.

TECSYS' Solution

TECSYS PointForce Enterprise

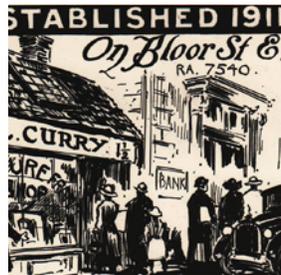
The Benefits

- Total and efficient supply chain management
- Real-time visibility and access to relevant information

About Curry's Art Store

Founded in 1911, Curry's Art Store is a fourth generation family business; it is a midsize arts and crafts supplier to professionals, colleges and universities as well as hobbyists. Curry's business had revolved around framing when it was founded and has since evolved significantly to become one of the most prominent suppliers of creativity tools with unparalleled selection of fine arts materials, as well as educational services and online shopping.

At its start-up, the Company carried artist materials and photographic equipment, the business was primarily focused on custom framing and the sale of oil paintings, watercolour paintings and etchings. In the 1950's, Curry's Art became the leading supplier of drafting materials, and in the 1960's, 70's and 80's became a major supplier to advertising agencies. Since then, increasingly sophisticated computer graphics technology has opened the door for color graphics output devices and supplies which became part of Curry's portfolio. Throughout all the stages of its development, artist materials were the glue that held the Company together. Today, Curry's business is selling tools of creativity—offering high-quality fine artist materials at ten retail stores located throughout southern Ontario. It also offers the lowest prices throughout Canada on the Internet, backed by a head office infrastructure and a warehouse operation that provides prompt delivery to customers.



The Company's motto continues to reflect its founder's mission: Quality, Service and Integrity that has been in the family for four generations and continues to be the solid foundation of the business.

“All of our systems are TECSYS-based. We have looked at alternate options over the years but it seemed prudent to remain with a company that was aware of and sensitive to our needs. We have enjoyed a long standing relationship with TECSYS, and appreciate the quality of the software and the support we receive. We enjoy the fact that when we call for assistance we are likely to encounter a familiar voice on the other end of the line as TECSYS has maintained several long-term employees that are familiar with Curry’s business issues.”

Carla Moum
Manager, Information Systems
Curry’s Art Store Limited

Challenges

Curry’s Art Store’s business essentially is a seasonal business; that comes with the challenge of building inventory in anticipation of predictable increases in demand that occur at certain times of the year. This highly-seasonal business—spring, back to school, and holidays, has a complex supply chain with lead times that require accurate long range forecasting capabilities to ensure that schedules meet future demand.

The Company buys from Canadian suppliers and imports from all over the world. Its inventory counts some 20,000 SKUs of quality art materials, supplies and drafting supplies, in essence, anything to do with creative tools, materials and supplies can be found at Curry’s. The Company needs to cater to its specific customers that include: professionals, designers and draftsmen as well as hobbyists in the art and design fields; fairly demanding clientele with the immediate need for tools and supplies.

Over the years, the Company’s business has changed. Today the Company sells directly online through its e-Commerce site, it also responds to tenders for bulk orders from colleges and universities and through its ten retail outlets across the province of Ontario.

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Carla Moum
Manager, Information Systems
Curry’s Art Store Limited



Solution

TECSYS PointForce Enterprise combines the giftware and import-to-retail industry’s most powerful product capabilities with state-of-the-art supply chain visibility application, and Microsoft’s SQL Server database technology. It is a robust suite of applications specifically designed for the distributor importing goods and distributing to retail organizations and consumers. Some of the key product capabilities include:

- Advanced Order Management
- Purchasing, Forecasting and Product Management
- Advanced Warehouse Management
- Integrated Customer Service Tools
- Integrated EDI
- Integrated Accounting Suite
- Integrated E-Commerce

“TECSYS has been a partner of ours for more than 25 years. In the late eighties, TECSYS provided us with our backbone financial accounting software and we have been

adding modules since that include purchasing and inventory control, CRM, packing station and e-Commerce among others. Today, we are at the latest release of TECSYS' PointForce Enterprise. TECSYS delivers complete financial control—full integration with real-time information and extensive reporting for the effective administration of a distribution operation. We are extremely pleased with TECSYS' software and with their professional expertise and support," commented Carla Moun.

Stores currently order weekly from Curry's central warehouse based on their sales volumes. The Stores are connected directly to the enterprise system and utilize TECSYS' PointForce Retail Sales module thereby centrally providing full visibility to Inventory and Sales.

TECSYS' PointForce was leveraged to automate purchasing and forecasting, enabling Curry's management to properly forecast and purchase products to meet its seasonal inventory requirements.

"TECSYS has helped us to view our purchasing functions as a cohesive part of our total supply chain, from purchasing to customer delivery," commented Moun.

All purchasing is done at Curry's head office and received at its Central Warehouse operations. The warehouse is often a hectic place, especially during peak shipping seasons, however ensuring accuracy is vital as picking mistakes can be very costly. "Our inventory and warehouse management software is specifically designed to increase picking/packing accuracy while increasing our staff's efficiency," commented Moun.

The Internet represents a tremendous advantage for a company like Curry's. Linking to its customers provides real

value when the quality of services provided in its online setting is both productive and at the same time a positive experience.

Curry's Web site, with its real-time Inventory and pricing, was designed using the PointForce e-commerce system, which is linked directly into its ordering and packing systems. This has enabled Curry's Store to substantially reduce its turnaround times and improve efficiency.

Benefits

"The TECSYS system has been the backbone of our distribution operation since the late eighties," stated Moun. In fact it is our enterprise system; we run the whole business on TECSYS PointForce. TECSYS gives you the tools to deliver top-selling merchandise, with extensive real-time information that clearly enables you to manage your business efficiently."

TECSYS' powerful and flexible supply chain visibility tools allow users to easily assemble and create real-time, personalized views of all enterprise data. Customers have the ability to:

- Access information anywhere and anytime it's needed
- Control user's access to the enterprise data
- Collaborate with partners for optimal integration of data and information
- Manage and share data with products like Microsoft Excel



TECSYS' PointForce Enterprise is a leap forward for small to mid-sized giftware and import-to-retail distributors and delivers the industry's most advanced functionality for the total management of a supply chain that includes products, suppliers, consumers and retailers anytime and anywhere in the world. With TECSYS' PointForce Enterprise, SMB businesses have real-time visibility and access to relevant information for better decision making and real world competitive advantage.

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TECSYS®

www.tecsys.com

info@tecsys.com

Phone: 514-866-0001

Toll Free: 1-800-922-8649