



CUSTOMER CASE STUDY



TAYSE

TAYSE RUGS, INC.

<https://www.tayse.com/>

COMPANY

- **Location:** Calhoun, Georgia with showrooms in New York and Las Vegas
- **Industry:** Wholesale Distribution
- **Application Replaced:** Quickbooks Enterprise
- **Application Evaluated:** NetSuite

OVERVIEW

As Business Development Manager, Taylan Sevimli is constantly looking for ways to improve operations at Tayse Rugs, which imports and wholesales machine-made rugs and furniture. With e-commerce orders growing rapidly, he recognized QuickBooks Enterprise would soon become a major EDI bottleneck. Sevimli implemented Acumatica's ERP with help from Dynamic Tech Services because of Acumatica's modern technology, integration with third-party software providers and ease of customization.

SOLUTION

- Acumatica Financial Management
- Acumatica Distribution Edition
- B2BGateway – EDI Service Provider
- Descartes – OzLink Shipping Solution

KEY RESULTS

- Streamlined EDI and order processing processes
- Automated manual procedures, saving time and reducing errors
- Gained a technology foundation to grow a lean, highly productive organization
- Avoided need to hire additional employees to process orders
- Flexibly implemented Acumatica with guidance from Dynamic Tech Services that kept the project affordable

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- Taylan Sevimli, Business Development Manager

Dynamic Tech Helps Tayse Rugs Streamline Operations with Acumatica ERP

SITUATION

For years, consumers wishing to purchase a rug for their home were forced to buy expensive handmade rugs that cost thousands of dollars. But in the mid-2000s, improvements in machinery, artificial fibers and yarn allowed manufacturers to nearly replicate the look and the feel of hand-made rugs at a fraction of the cost.

Tayse Rugs, based in Calhoun, Georgia is a relative newcomer to the industry that is growing rapidly as it supplies machine-made rugs to big box merchants like Home Depot and Walmart, e-commerce companies like Amazon, Overstock, and Wayfair, among others.

Thirteen-year-old Tayse Rugs expanded its operations four-fold in 2018, purchasing 80 acres and moving into 300,000-plus square feet of warehouse space to accommodate current and future business. The company recently began selling furniture with a division it calls Ada Home Décor.

Taylan Sevimli joined the family business in 2011 and quickly began applying lessons he learned in Product Lifecycle Management to create a better-organized and more efficient operation. He soon recognized that QuickBooks' Enterprise software wouldn't be able to scale as the company grew from 100 orders a day to 1000's per day.

"Processing orders at first was easy," he says. "But as we began adding more products and dealing with some of the biggest names in e-commerce, including Amazon and Walmart, the ability to import and export data between systems became "time consuming, tedious and prone to a lot of human error."

Continuous Improvement

Sevimli has always been efficiency-driven, but his knowledge grew working with Honda's Formula One racing team where speed and improvement was required and measured in half seconds. He's applied that knowledge to the family business,

"Eventually, increased demand pushes you to find better ways to receive, process, and ship orders," Sevimli says. "Once I recognized that QuickBooks (Enterprise) would be a bottleneck and hinder continuous improvement, I started looking for an alternative."

SOLUTION

Sevimli researched possible ERP solutions for a year, eliminating many when he recognized they had legacy systems and weren't open

to change. Initially Acumatica wasn't on his list, but a developer friend mentioned the modern Cloud ERP platform designed for mid-sized customers.

Joel Gress, managing consultant at Dynamic Tech Services, a Gold Acumatica Partner, demoed Acumatica and answered many technical and configuration questions for Sevimli, who then eliminated NetSuite from contention.

"Acumatica was easier to customize, easier to integrate, and allows you to see the backend and have access to the APIs," Sevimli says. "Acumatica's unlimited user licensing model rather than NetSuite's per seat licensing was also a big reason."

Sevimli also liked how Acumatica listens to its customers and reacts rapidly to their needs, continually upgrades the product and adds new features, and has a strong developer community.

Dynamic Tech Services Provides Flexible Approach

Understanding that customers have different needs and budgets, Gress and Sevimli discussed the implementation options Dynamic Tech Services offers. They agreed a flexible Acumatica implementation whereby Dynamic Tech would guide and support the tech-savvy Sevimli through the process, allowing him to tackle the tasks he wanted was best.

"In this economy where people are working from a budget, we have options ranging from an end-to-end implementation to a more flexible option where customers take on what they want and move through implementation on their own," says Gress. Some businesses have deep technical teams while others may outsource all of their technology infrastructure support.

"With Tayse we opened up a scope of work and then provided full documentation about, how to implement Acumatica," he adds. "We were available to guide Tayse through the process when needed, helping with configurations, testing and providing pros and cons about specific configurations."

The implementation went smoothly, Sevimli says. "About 90 percent was spent cleaning our data before we imported it to Acumatica," he says. "After that, Acumatica has a logic to it and once you understand it, everything is a lot easier to handle. Tayse Rugs employs as many as 120 during its peak season and has about 30 people using Acumatica daily."

BENEFITS

Increased Sales Processes Without Increased Staff

Using QuickBooks, it would have been difficult for Tayse Rugs to process the volume of orders it now receives from its many customers, Sevimli says. "Acumatica helps us better integrate with FedEx and UPS and we couldn't process the orders (with QuickBooks) without hiring more people to get it done."

"What we can do with two people, our competitors need 7 or 8 or even 12 to handle the same order amount," he says.

"We've also implemented different quality control sets and created dashboards." Sevimli has customized Acumatica to alert him of late orders or shipments using If-Then statements, which generate actionable data in real time, he says.

"If a sales order was dated Monday and doesn't ship until Wednesday, we have a table that displays our late orders," Sevimli explains.

Seamless EDI Integration

Improving the company's e-commerce operations was a driving goal for implementing Acumatica, Sevimli says. Step one was streamlining EDI or Electronic Data Interchange with its many customers. Tayse Rugs works with many companies, each having its own EDI requirements. Managing all of these unique requirements can be quite complex.

As the company expands into new product areas and adds additional customers, that complexity grows. Tayse Rugs works with Acumatica partner B2BGateway for EDI integration.

"In Acumatica, we receive orders through EDI or through spreadsheets we import to Acumatica and enter them manually if a customer doesn't have EDI," Sevimli says.

"I can filter orders depending on a desired shipping method like FedEx or UPS. I can convert that data into a shipment document, and run a batch tool, which is located on a different desktop computer, where UPS and FedEx desktop software processes the designated orders. "This customization processes hundreds of orders without us doing anything," he says. "It prints out packing slips and shipping labels and what we want to see on them."

Modern System allows Customization

Such customization wouldn't be possible if Acumatica wasn't flexibly built on industry leading and standard technologies, or if it didn't allow third party developers access to its APIs. "Acumatica comes with a framework but they let us stretch and change it, so it works for us, the way we need it to," says Sevimli. That openness and flexibility "is very, very rare."

In addition to B2B Gateway, Tayse Rugs is working with Acumatica partners OzLINK for parcel shipments, Microsoft PowerBI for graphical reporting, and is evaluating Scanco barcode scanning software and ShipStation.

"One of the best things about Acumatica is how customizable it is, especially the user interface," Sevimli says. "I can change screens, processes and workflows. I can also create custom reports by connecting tables, combining tables and then generate a single table that has all the information I need."

He can then take that single table and connect it to PowerBI to create meaningful visual reports. "I could show people spreadsheets with 50 columns and a couple thousand rows but if I show them a chart, they get it right away."

Dynamic Tech Helps Tayse Rugs Reach Next Level

Implementing Acumatica's financial and distribution modules is just the first step of Tayse Rugs' ERP journey, and Dynamic Tech will support the company as it begins to take advantage of all Acumatica has to offer, Gress says.

"Taylan is embracing a multi-cloud approach using third party software, and that's what Acumatica is all about," he says. "We are available to talk through various scenarios, offer options and solutions after the implementation. After their core business goals are met, we help them move into the automation and advancement pieces by introducing options and informing him what's happening in the Acumatica community."

"We like to make sure we are adding value to the customer and moving their business forward," Gress adds. "We plan to have our customers for life."