



Kurt S. Adler

Success Story

## Supporting and Accelerating Growth

### Industry:

Giftware

### Locations:

#### Global Headquarters:

- New York, NY

#### Showrooms:

- Atlanta, GA
- Billerica, MA
- Chicago, IL
- Columbus, OH
- Dallas, TX
- Denver, CO
- Los Angeles, CA
- Minnetonka, MN
- Overland Park, KS
- Palmyra, PA
- San Francisco, CA
- Seattle, WA
- Toronto, Canada

#### Distribution Center:

- East Brunswick, NJ

### TECSYS Products:

*PointForce Enterprise*

*PointForce Warehouse Management System*

*PointForce EDI*

*PointForce e-Commerce*

### Computing Environment:

Linux OS and ProvideX

### Kurt S. Adler – At a Glance

With over 50 in business, Kurt S. Adler is a leading importer and exporter of holiday ornaments with headquarters in New York City, 13 permanent showrooms, and a state-of-the-art distribution center in New Jersey.

The company has more than 200 employees, and specializes in successfully selling high volume, high priced holiday gift and collectible items. Featuring in-house Christmas ornament design and development, as well as sourcing from various factories all over the world, the privately-held family-run company has grown many times in the last 30 years, creating tremendous brand recognition and long-standing supplier and customer relationships.

### The Challenge

To support the company's high profitability, Kurt S. Adler needed a system to sustain their infrastructure and the size of their company. Rapid growth had made it unmanageable, and a generation change had introduced new management challenges. Modernization was no longer an option, it was a requirement.

Manual processes were slowing down the company's productivity. Too much time was spent reviewing paperwork; enormous amounts of documentation and data entry were taking a toll on their employees' time.

Behind the scenes, the internal procedures had grown significantly creating a lack of structure. Too many employees were involved in too many processes. A specialization of roles was required to allow employees to focus on a specific role and task. A plan for knowledge transfer was needed.

On the management side, manual reviews were taking a chunk out of the senior management's time, restricting them from focusing on running their business successfully.

All of these components were due to lack of effective automation. Kurt S. Adler decided that with their growing customer demands, they needed robust automation to match those needs. Driven by necessity and the inadequacy of their old systems, they started to evaluate other systems that could handle their entire supply chain requirements and replace their archaic enterprise system to support their growing business.



**TECSYS®**

Enabling Supply Chain Excellence™

Kurt S. Adler

Success Story

*“We wanted to find a package that was very close to our needs; and our needs were specific to the giftware industry.”*

*Chris Riggi  
Director of  
Information Systems,  
Kurt S. Adler*

## Shopping for the Right Software

Kurt S. Adler began to review their functionality requirements and evaluated a number of software solutions. They wanted to invest in a solution that would fit their needs, specific to the giftware industry. They not only wanted to increase performance, but also required a provider that was familiar with the demands of their industry.

They selected TECSYS' PointForce because of the solution's functionality; their strong focus on the giftware industry, was matched by the software's capabilities, including addressing royalties, and product licensing—components that were critical to their selection process.

For Kurt S. Adler, revamping their operations was a major undertaking. Assessing the elements of this change, and how it would affect the business was critical to them. They worked with TECSYS to conduct a complete analysis of their business and the business' supply chain needs.

At the completion of this functional assessment, TECSYS provided Kurt S. Adler with a full project scope that spanned all aspects of the solution including hardware needs, and structural changes. It was a strategic plan to improve their information systems.

Based on the recommendations determined through the functional assessment provided by TECSYS, Kurt S. Adler began to purchase

the technology they needed to automate their numerous manual processes, including hardware, the network infrastructure, handheld equipment, new PC workstations, forklift terminals, barcode scanners, conveyor systems, servers, and most importantly, the PointForce Enterprise turn-key software solution.

## The TECSYS Solution

In parallel to technology and hardware purchases, extensive training of users was provided within a controlled environment, prior to go live to ensure a smooth transition.

Various teams were trained ranging from accounting, internal sales, sales administrative staff, purchasing agents, import logistics specialists, warehouse staff, product developers, IT support personnel, database administrators, and the company's supervisors, managers, and executives.

It was time to move forward...

The seamless migration from an old system to TECSYS PointForce Enterprise 4.0.3 was due to the PointForce Enterprise's "Import Wizard". This tool allowed users to manage and successfully execute the majority of the data conversion process, dramatically improving the quality of their data being migrated.

In addition, TECSYS professionals were on-site during the implementation, and provided post go-live support for a week at the customer's global headquarters in New York.



## Customizations for Kurt S. Adler

Software enhancements were made in order to support Kurt S. Adler's leading business practices and requirements, utilizing TECSYS' expertise in the giftware industry. They included a product and customer compliance function, a tool set to enhance and improve their customer communications, resulting in the elimination of claims and charge backs. The enhancements allowed Kurt S. Adler to apply their expertise and skill to previously unattainable levels.

As part of the solution, TECSYS developed a whole new approach to manage customer orders, setting priorities, allocating both on hand and inbound product, and levelling the warehouse load, to enhance the distribution capabilities. This served to be a great advantage for Kurt S. Adler.

In addition, the use of photo quotes and the development of a claims and chargeback reporting and control function, allowed Kurt S. Adler to take advantage of new opportunities and to avoid financial penalties moving forward.

## Business Benefits

The PointForce Enterprise solution proved to be the right fit for Kurt S. Adler. The speed and efficiency of the solution has dramatically increased the performance of their business, and access to information through a single screen has improved the user experience.

As a result, implementing PointForce Enterprise has seamlessly taken over the manual day to day processes, allowing the senior management to focus on running and growing their business successfully and efficiently.

Consistent compliance with customer requirements through PointForce Enterprise has led to greatly improved customer relationships, while significantly reducing compliance fines and charge backs. Ultimately, this has improved their overall customer service.

## Larger Than the Average Small and Medium Business (SMB)

Kurt S. Adler is larger than your typical small and medium business. They're proud to be a name brand for their products, and the size of their company sets them apart from other SMBs.

In a competitive market, Kurt S. Adler is a leader in high volume business. Now with large computing systems and a strong infrastructure, the company utilizes a robust technology and more resources than their competitors.

Nevertheless, the system features and functions that were deemed critical to Kurt S. Adler are applicable to the vast majority of importers who supply the retail market.

## Next Steps

With over four years running PointForce Enterprise, Kurt S. Adler is currently evaluating a migration to the latest version of TECSYS PointForce Powered by iTopia release, offering key functionality enhancements (Report Archiving, GL Drill Down, and PO History) and a new browser-based framework. This will increase their analytical capabilities; by enabling the end-users thereby reducing their management's reliance internal IT staff.

*"The most important component in a successful implementation is an upfront project scope prior to an install. TECSYS conducted and presented a complete project analysis, which was a huge benefit because it made things very clear for us."*

*Chris Riggi  
Director of  
Information Systems,  
Kurt S. Adler*





## For more information:

### *Canadian Primary Offices*

Corporate Headquarters  
TECSYS Inc.  
87 Prince Street  
5th Floor  
Montreal, Quebec  
Canada H3C 2M7  
Tel. : (800) 922-8649  
(514) 866-0001  
Fax : (514) 866-1805

Toronto Office  
80 Tiverton Court  
Suite 400  
Markham, Ontario  
Canada L3R 0G4  
Tel. : (905) 752-4550  
Fax : (905) 752-6400

### *U.S. Headquarters*

1515 Woodfield Road  
Suite 330  
Schaumburg, Illinois  
U.S.A. 60173  
Tel. : (847) 969-8800  
Fax : (847) 969-0380

### *European Headquarters*

Hammer and Hand House  
Hutton le Hole  
North Yorkshire YO62 6UA  
United Kingdom  
Tel. : 44 (0) 870 284 6144

### *Latin American Headquarters*

Avenida Francisco Solano Lopez  
Centro Empresarial Sabana Grande  
Piso 17, Oficina 17-4  
Caracas 1060  
Venezuela  
Tel. : (58212) 740-6903  
Fax: (58212) 740-1687  
[www.tecsyslatinamerica.com](http://www.tecsyslatinamerica.com)

© 2007, TECSYS Inc. This document is copyrighted by TECSYS Inc. and may not be copied, reproduced or transferred in any form or under any circumstances without the prior written consent of TECSYS Inc. The information in this document is subject to change without notice. TECSYS Inc. may not be held liable for any inaccuracies or errors in this document. All names, trademarks, products and services mentioned are registered or unregistered trademarks of their respective owners.

Printed in Canada 106139

[info@tecsys.com](mailto:info@tecsys.com)

[www.tecsys.com](http://www.tecsys.com)

# TECSYS®

Enabling Supply Chain Excellence™