CUSTOMER CASE STUDY

Industry > Retail - Jewelry

SOLUTION SUMMARY

Industry
Retail - Jewelry

Company Profile
Long's Jewelers is a jewelry retailer with six locations in Massachusetts and New Hampshire. Founded in 1878, Long's is privately owned and currently employs over 150 employees. Long's prides itself on offering their customers only the world's finest watches and jewelry.

Scenario
Future merchandising system did not support General Ledger or Accounts Payable. Microsoft® Dynamics GP Standard was selected to fill this void and improve data access and reporting capabilities.

Benefits
• Internal Efficiency
• Data Access
• Flexible Reporting
• Microsoft® Excel Integration
• Improved Communications
• Easy Data Migration

Software Used
Microsoft® Dynamics GP for General Ledger and Accounts Payable processing, data export and integration with Microsoft® Excel

Migrated From
Application Systems Corporation's (ASC) merchandising system known as Craftsman, provided Inventory Control, Accounts Receivable, Point-of-Sale, Accounts Payable and General Ledger.

Microsoft Business Solutions Partner
Paragon Software Solutions, Inc.
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Long's Jewelers Finds a Gem with Paragon Software Solutions' Implementation of Microsoft® Dynamics GP

"Paragon is a great partner to have when working with a project of this nature. Their staff is intelligent and listens. From the first meeting we knew this project was going to succeed." - Ronald Gove, Systems Information Officer, Long's Jewelers

Long's Jewelers is a jewelry retailer with six retail locations in Massachusetts and New Hampshire. The "Craftsman" jewelry industry software package from Applications Systems Corporation provided Inventory Control, Accounts Receivable, Point-of-Sale, Accounts Payable and General Ledger capabilities.

Business expansion plans for a new retail location and an upgrade to the new Windows-based "Craftsman" software necessitated the need to replace the existing Accounts Payable and General Ledger programs.

For the new financial reporting system, several important requirements were established:

• Data Migration without Manual Entry
• Improved End-User Access to Financial Data
• Standard Reporting Capabilities
• Flexible Reporting Capabilities
• Data Export and Integration with Microsoft® Excel

Paragon's Exceptional Service Delivery Ensured All Needs Were Met – Ahead of Schedule

After reviewing three different financial packages, Paragon Software Solutions was selected to implement the Microsoft® Dynamics GP Standard solution. As part of their work, Paragon provided the following services:

• Comprehensive Needs Analysis
• SQL Setup
• Microsoft® Dynamics Installation and Setup
• Microsoft® Dynamics Customization
• Implemented a "PLAY" environment for learning and testing
• Installed Software on End-User Desktops
• Integrated Third Party Modules
• Conducted End-User Training
• Continues to Provide Ongoing Consulting and Support

From a product point of view, Long's Jewelers selected the Microsoft® Dynamics GP Standard solution that included these integrated software modules:

- General Ledger with FRX
- Payables Management
- Integration Manager - Financials
- Integration with Microsoft® Office

"Paragon understood what we wanted and knew the timeframe we required. I had originally planned to go live by the end of August. Everything went so well I changed the conversion plans to run live on July 1st!"
- Ronald Gove, Systems Information Officer, Long's Jewelers

Third Party Integration Remains a Key Part of the Solution

On a daily basis, Long's Jewelers continues to use ASC's Craftsman software for all of their merchandising needs. As a result, data migration between the merchandising system and the Microsoft® Dynamics financial reporting system is performed daily.

Moving data between the environments is easily accomplished by exporting the ASC data into Microsoft® Dynamics by using the built-in Integration Manager. The Integration Manager merges the data dropped in a shared directory and seamlessly brings it into Dynamics. This is done transparently and without any end-user involvement.

Long's Jewelers Is Up and Running in Less than a Month

Once the new hardware and software were installed by a local vendor and added to Long's network, Paragon was able to install the Microsoft® Dynamics

software, perform the data conversion, integrate the third party modules, conduct the needed training and hand over a tested and running system in less than one month. The total project was completed within 60 days from start to finish.

With the new system in place, Long's Jewelers has realized gains in internal efficiencies. The ability to "drill down" into live data has proved to be "phenomenal" in the words of Mr. Ronald Gove. This capability has far reaching impact as Long's becomes more familiar with Microsoft® Dynamics. Mr. Gove sees this capability "as providing the opportunity to be proactive in making financial, planning and sound business decisions."

As far as the future is concerned, Mr. Gove looks forward to enjoying taking his stable platform into the holiday season. In 2007, Mr. Gove envisions that Long's Jewelers will consider implementing additional Microsoft® Dynamics modules such as Cash Management and Fixed Asset Management.

Over 30,000 businesses use Microsoft® Dynamics GP every day to improve their competitive advantage. By delivering unparalleled access to decision-driving information, by being first to deliver the latest and best technologies, and by providing the finest customer service systems in the world, Microsoft® Dynamics GP and Paragon Software Solutions help customers run their businesses better. Paragon Software specializes in working with retail organizations like Long's Jewelers.

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