

Tayse Rugs Streamlines EDI, Operations with Acumatica ERP



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– Taylan Sevimli, Business Development Manager

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 bottleneck. Sevimli implemented Acumatica’s ERP because of its modern technology, integration with third-party software and ease of customization.

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 this year, purchasing 80 acres and moving into 300,000-plus square feet of warehouse space to accommodate current and future. 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 at The Boeing Co. and at Honda to create a better-organized and much 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 1,000’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 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.”

COMPANY

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

SOLUTION

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

KEY RESULTS

- Streamlined order processing and provided better overall control
- 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

SOLUTION

Sevimli researched possible 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. After Joel Gress at Dynamic Tech Services demoed Acumatica and he researched the company further, Sevimli 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," he 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.

Tayse Rugs worked with our partner to implement and configure Acumatica, which went smoothly, Sevimli says. "About 90 percent of the implementation time 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."

BENEFITS

Using Acumatica's SaaS Cloud version allows Tayse Rugs employees to work from anywhere in the world. Executives visit Turkey often to and can access company information via the cloud and through mobile devices.

Tayse Rugs employs as many as 120 during its peak season and has about 30 people using Acumatica daily.

Increased Sales Processes Without Adding Employees

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 these unique requirements can be quite complex.

As the company expands into new product areas and adds additional customers, that complexity grows.

"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 barcode scanning software and Microsoft Teams.

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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."

Acumatica Is A Competitive Edge

Tayse Rugs is growing rapidly in a highly competitive environment and implementing Acumatica has given the importer a competitive edge.

"At the end of the day, it falls to the services you provide, how well you present your product, and the price point," Sevimli says. "If we can offer the exact same product, at the exact same quality and price point, it comes down to personal preferences and choices. But one of the main points is how competitive you are in your pricing." Because Tayse Rugs has leveraged Acumatica and its partners to create a highly efficient company, Tayse is well positioned to be a technical industry leader.