




Demand Products Transforms into a Digital Powerhouse

[Demand Products](#) is a leader in the Exterior Insulation and Finish System (EIFS) industry. They have a rich, decades-long history of experience developing hot-wire foam cutting equipment, and innovative recycling technologies.

In the Beginning

The relationship with OPUS spans over 2 decades. When they originally searched for a distribution inventory control system, OPUS helped them select, install, and optimize their ERP solution along with providing system support and ongoing education. This allowed tremendous optimizations with integrated shipping and credit card processing, CRM, and supported the growth and complexities required to support their growth vision.

Soon after that deployment, as Internet eCommerce was just picking up speed, there were very few solid ecommerce platforms to choose from, and even fewer, (actually, none) that were connected platforms with an ERP. To overcome this challenge Opus developed a B2B focused ecommerce platform. We designed the solution from the ground up to be fully integrated and brought the optimizations to the client as a self-service platform. Payment and shipping systems were integrated, it offered an advanced content management system, supported multiple logins per client, as well as providing visibility to the sales orders and Open AR on the ERP back-end. All was right with their world.

The Challenge of a Changing Business Environment:

As their business grew, market developments required new, advanced capabilities, including:

- integration and management capabilities for KPIs,
- event driven exception management,
- support for sales in the field and
- desire to not replace the aging hardware stack

It was clear that a cloud-based, modern ERP system was needed.

The Options

By this time, Opus had already gone through an extensive review of the major platforms in the marketplace. We outlined several critical test points for any platform we felt comfortable recommending to our clients. Among them were that the client would own and have full access to their databases, the platform needed to provide a deep feature set supported by tools that allow adaptation without customization, API and web services connected that did not impact their cost, and many other criteria.

When Opus came across Acumatica, it checked all of our boxes -- especially the collaborative structure to jointly support our clients. Additionally, the licensing structure is resource utilization based and not user-seat based, which means that everyone has access. In other words, all employees that have a job role that touches data, have access to the information they need to do their job and any information is touched only once for recording into the system. This licensing also extends to vendors and customers through their portals.

The Decision

Having evaluated several other platforms, the Demand Products management team determined that Acumatica was the best solution for the next stage in their growth. Acumatica could help them reach their vision of achieving the following goals:

- Better inventory control planning as shipping and logistics have gotten increasingly complex. Demand Products now has the highest confidence in their inventory levels and streamlined pick-to-ship operations.
- Reforming their financial processes, eliminating spreadsheets, and allowing the accounting department to close within a few days of month-end, and even more importantly, removing the silos of process knowledge.
- Implement and measure goals thru a CRM system, tracking leads and opportunities to territories and sales representatives whether from in-house or in the field.
- Without a doubt, it was the best platform to make their infrastructure future proof.

Demand Products was also confident of the knowledge and commitment of the Opus team of experts. Together, we jointly built out the migration plan and they went live on Acumatica in 2021.

The Results

After completing the ERP move and settling into the new system, their new and improved accounting processes, sales tracking and management views are having their impact.

Candy, from accounting, used to spend days on month end closing - now it's hours. "I got my life back," Candy offered. "I used to never leave on time. I put in extra hours every day. Now, I leave on time every day." A change like this isn't cakewalk – it takes work, coaching and training. And you have to be open to reengineering your processes where it makes logical business sense. But the gains are worth every minute of it.

The new system has made other team members happier and resulted in better customer satisfaction. For example, Demand Products enabled hand-held picking and physical counts, that are built into the Acumatica system, which resulted in huge gains in speed and accuracy in picking. Even if a team member is new, they can easily find where the products are and pick the right ones the first time.

Bonus: Updated, Integrated Web Store

We just completed Phase II. It was a migration from the initial webstore to a fully Acumatica-integrated shop via [Nomad Ecommerce](#). This move has allowed Demand Products to have not only the full B2B and B2C capabilities, but also a continuous evolution of digital transformation that improves the client experience and meets the self-service expectations of today's buyer.

Demand products has been able to add new products and product lines, carry their own branding along with other brands, manage equipment, and track leftover materials from production.



Ginny Brajdic
President

INDUSTRY: Construction Supplies, B2B Commerce
SIZE: 11 - 50 employees
CUSTOMER SINCE: 2023
LOCATION: Alpharetta, Georgia (US)
PRODUCTS: Nomad eCommerce Solution with Acumatica Distribution Edition ERP for financial management, warehouse management, inventory management, Starship shipping solution, AcuSync Bank Feeds, and Ebiz Credit Card Processing
COMPETITORS REPLACED: BigCommerce, SouthWare, Legacy Custom Development
PARTNER: Opus Global Data Solutions

Summary

Demand Products needed a real-time, cloud-based, and reliable integrated eCommerce solution with the sophistication required to support their rapidly growing B2B Storefront bringing together distribution and shipping to provide the data to make better business decisions.

"I am very happy with where we are as a company and where we are going in the future. With Nomad Commerce and our new Storefront, I am very confident it's going to be a success." - Ginny Brajdic, President

****Serving the Construction Industry:****

Demand Products supplies tools, foam cutting equipment, and accessories for EIFS, stucco, and wall systems to distributors across North America.

****Website:****

Demand Products' website has traditionally catered more to end-users, everyone, from homeowners doing DIY repairs to professionals in the art industry.

****Innovative Beginnings:****

Demand Products has a rich history of growth and innovation that started with her father's vision back in 1983 when he recognized the need for foam-cutting solutions and introduced handheld hot knife cutters to address the challenges in the industry.

****The Nomad eCommerce Choice:****

Facing challenges with their previously selected platform, Big Commerce, which they found could not meet their unique business needs, Demand Products pivotal decision to transition to Nomad eCommerce came after experiencing issues with credit card handling and numerous technical challenges trying to bring BigCommerce to life for its B2B business.

<https://slapfive.slapfive.com/b/clonlw6qj001g35am613usc18/> Demand Products Moves to Nomad eCommerce after halting its BigCommerce Implementation

This is just the beginning of their transformation journey. If you're asking questions about your own path, talk to us. We're happy to help. Give us a call at **770.448.1456** or email at info@opus-is.com.