

Client Case Studies

Bathshack



Bathshack

Empowering Growth through Acumatica Distribution

Bathshack is a leading supplier of quality bathroom ware. The company's extensive online catalogue caters to customers across the UK and Ireland, with showrooms located in key cities such as Belfast, Cork, Dublin, and Lisburn. Bathshack differentiates itself by offering delivery to both the UK and Ireland from its Co. Antrim distribution base.

Prior to the integration of Acumatica ERP, Bathshack faced significant operational challenges, particularly with their existing ERP (3X), Xero for accounting. Reporting inefficiencies, manual data processing, lack of CRM capabilities, and challenges with pricing, stock management, and order processing were key drivers for seeking a new ERP solution.

The Challenge

Bathshack had outgrown its existing systems, which included several disparate tools:

Poor Reporting & Data Visibility

The existing system made it difficult for the team to generate meaningful reports on sales, financials, and inventory. Real-time data access was limited, leading to inefficiencies in decision-making.

Pricing & Order Management

Manually processing price uplifts and managing complex sales orders (including kits and bundles) slowed down operations. Invoices were manually edited, adding to administrative burden.

Stock & Supply Chain Issues

Stock tracking, allocations, and managing deliveries were major pain points. Their system couldn't handle complex stock requirements such as FIFO, batch allocation, or substitutions for kitted items.

CRM and Lead Tracking

The company lacked a proper CRM system, making it difficult to track sales leads, manage customer interactions, and optimise marketing efforts. Much of the sales process was handled manually through Excel and Google Sheets.

The Solution

Pinnacle implemented Acumatica's Distribution ERP system, integrating it with Bathshack's existing WMS and eCommerce platforms. This solution was chosen for its flexibility, scalability, and robust functionality in managing complex sales, purchasing, inventory, and customer relationships. The system was tailored to meet Bathshack's specific requirements, with a focus on:

Comprehensive Financial Reporting

Acumatica provided real-time, detailed financial reporting, allowing Bathshack to track the performance of individual showrooms as cost centres, giving them more control over financial management.

Enhanced Order & Inventory Management

Acumatica's powerful order management system enabled streamlined processing of sales orders across various channels (eCommerce, showrooms, and trade counter). The system was designed to handle complex pricing structures, product kits, and dynamic inventory allocations.

Implementation Highlights

Financial Performance by Showroom

Acumatica enabled Bathshack to track and manage each showroom as a distinct cost centre. This gave the company greater insight into the performance of each showroom and allowed them to make data-driven decisions on sales, marketing, and inventory.

Custom Order & Inventory Workflows

Pinnacle customised Acumatica's workflows to address the challenges associated with kits, substitutions, and stock shortages. This customisation allowed Bathshack to manage kitted products and create dynamic orders that could adjust based on stock availability.

Seamless eCommerce Integration

Acumatica was integrated with Magento, which processes 35-50% of Bathshack's online orders. This enabled real-time order tracking and allowed the sales and customer service teams to provide better service to both retail and trade customers.

Seamless CRM Integration

The integration of Acumatica's CRM capabilities helped Bathshack manage customer interactions more effectively, enabling lead tracking, follow-up on quotes, and proactive customer engagement.

Automated Warehouse Operations

Acumatica's integration with Canary 7 improved the efficiency of Bathshack's warehouse operations. Orders from Magento and the showrooms were automatically synced, reducing manual processes and ensuring faster dispatch times.

Improved Logistics & Delivery Management

The integration with Smart Routes allowed Bathshack to streamline their fleet management for deliveries across Ireland, while third-party carrier integrations facilitated efficient UK deliveries.

Advanced Pricing and Discounts

Acumatica's flexibility allowed Bathshack to automate complex discount structures. Trade pricing, promotional discounts, and spot price reductions were all managed seamlessly within the ERP, reducing the risk of manual errors.

Real-Time Inventory Control

The integration between Acumatica and Canary 7 provided real-time updates on stock levels, ensuring that sales orders could be processed accurately and efficiently. Canary's API allowed for dynamic stock allocation, making it easier for the warehouse team to manage picking and packing operations.

Automated Invoicing and Returns

Bathshack's invoicing process, which previously required manual editing and manipulation, was fully automated. Acumatica handled the complexities of trade invoicing, including consolidated shipments, price adjustments, and returns processing.

Implementation Highlights

Increased Operational Efficiency

By automating manual processes, Bathshack experienced a significant reduction in administrative tasks, allowing the team to focus on value-added activities.

Improved Data Visibility

Real-time reporting on sales, stock, and financials enabled the management team to make informed decisions more quickly and accurately.

Faster Order Processing

Automated workflows for order management and stock allocations reduced processing times, ensuring that orders were dispatched more quickly and with fewer errors.

Better Customer Management

The integrated CRM allowed Bathshack to track customer interactions, manage leads, and follow up on quotes, resulting in improved customer retention and sales performance.

Scalability for Growth

Acumatica's cloud-based platform positioned Bathshack for future growth, ensuring the system could scale as the company expanded its product range, showrooms, and sales channels.



Conclusion

Bathshack's transition to Acumatica Distribution ERP, implemented by Pinnacle, has dramatically improved its operational efficiency, data visibility, and overall customer management.

With Acumatica's scalable platform, Bathshack is now well-positioned for growth, with the ability to handle increasing sales volume, new showrooms, and complex product offerings. The integration of their ERP, WMS, and eCommerce systems has created a seamless, efficient workflow that supports both their retail and trade businesses.

This project demonstrates Pinnacle's expertise in delivering tailored ERP solutions that address complex distribution and retail challenges, positioning Bathshack for continued success.

Want to find out more?

For more information about Pinnacle's Acumatica Distribution ERP integration services, please visit

www.pinnacle-online.com



Head Office

Pinnacle House, 153 Upper Newtownards Road,
Belfast, County Antrim, BT4 3HX

www.pinnacle-online.com hello@pinnacle-online.com 028 9067 4970