

SMITH BROTHERS SELECT SYTELINE ERP TO MANAGE GROWING FURNITURE OPERATIONS



ABOUT SMITH BROTHERS

For over 80 years, Smith Brothers of Berne has built a reputation for crafting fine residential furniture designed to last for generations. A recognized industry leader, Smith Brothers is home to nearly 250 employees who are focused on producing quality products locally—all Smith Brothers furniture is made with pride in America. Using a balance of state-of-the-art equipment and traditional techniques, Smith Brothers produces over 60,000 fabric and leather pieces each year, selling to retail stores in over 30 states and in Canada.

WHY GODLAN?

Over the past two decades, Smith Brothers has experienced dramatic growth, expanding from their original 5,000 square foot building in the heart of Berne to over 250,000 square feet in two buildings. This significant growth warranted the need for additional space but also for increased technology. “Smith Brothers relied on Made2Manage ERP software for several years to handle the company’s business processes, but we knew it was time to find an ERP solution capable of managing our significantly larger operation as well as future growth,” said Scott Hollowell, IT director at Smith Brothers.

Smith Brothers had several disparate databases which made it difficult to perform business analysis, launch new sales programs, and complete other critical tasks. “Our product line is becoming more complex, and our current order entry system was unable to keep up with the changes and customizations we allow,” said Hollowell. “The SyteLine ERP Configurator, BuyDesign from TDCI, allows for personalization to fit Smith Brothers’ unique business flows, and it will streamline order entry—huge selling points for us.”

Smith Brothers selected SyteLine ERP for the Configurator in particular and also to benefit from other pertinent features. “We can deploy the software through the Web, to a mobile device, to a desktop—whatever works for us,” explained Hollowell. SyteLine ERP will also support the integration of all company information, allow for stronger business analysis and improved business processes, and provide a solid technology platform for Smith Brothers’ future endeavors.

SMITH BROTHERS’ BENEFITS

- ✓ Improved flexibility for customizations
- ✓ Streamlined order entry system
- ✓ Greater support for integration of company information
- ✓ Ability to deploy software through the Web, to a mobile device, or to a desktop
- ✓ Stronger business analysis & improved business processes
- ✓ Solid technology platform for future endeavors

IN CLOSING

Smith Brothers researched several ERP systems prior to selecting SyteLine ERP. “During our technology search, we discovered that SyteLine ERP could help us meet our immediate goals for improving order entry and integrating our company information and also our long-term goals, such as launching new sales programs,” said Hollowell. Additionally, Smith Brothers found the three-tier platform to be a significant factor in their decision, explaining that SyteLine offers flexibility for personalizing information. “SyteLine ERP offers a structured and fairly easy means of personalizing data, which is critical for our company,” said Hollowell. “SyteLine ERP was the clear choice for us.”

“We were sold on the SyteLine ERP product, but we were also impressed with Godlan. Their follow-up and attention to detail, such as tailoring the demo with our data, and the competency of their staff impressed all of us.”

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