

9 Ways Acumatica Helps Manufacturers Thrive in the New Digital Economy

A Solution Brief for Midmarket Manufacturers

DRIVE GROWTH WITH ACUMATICA

Manufacturers face intensified global competition, increased product complexity, offshore logistics challenges, shorter product life cycles, and modern technology requirements.

To drive growth, manufacturers need to focus on what they do best: designing and manufacturing great products while providing exceptional customer service. The last thing they should ever have to worry about is their ERP software or connected business applications.

Acumatica is a full-suite, cloud-native ERP application. It provides manufacturers with adaptable tools and technologies to improve efficiency, decrease costs, generate leads, and increase revenue to grow and transform their businesses effectively in the new digital economy. This Solution Brief outlines nine ways Acumatica helps manufacturers grow.

9 STRATEGIES FOR MANUFACTURING GROWTH



**MANUFACTURING
EFFICIENCY**



**CONNECTED
SUPPLY CHAINS**



**GENERATE
MORE LEADS**



**PROVIDE
EXCEPTIONAL SERVICE**



**OPTIMIZE
INVENTORY**



**MANAGE
COMPLIANCE & RISK**



**MINIMIZE
TECHNOLOGY COSTS**



**ACTIONABLE
BUSINESS INSIGHTS**



**EXTEND TECHNOLOGY
INVESTMENT**



STRATEGY #1

Drive Growth Through Manufacturing Efficiency

Manufacturing is complex and riddled with inefficiency. Machines or tooling are often set up incorrectly, causing excess scrap. Production stalls when materials are not available for jobs and expensive capital equipment is underutilized. All of this leads to increased costs for rush orders, wasteful changeovers, and increased material and labor. This drives up prices, making it difficult to compete.

Acumatica Manufacturing Edition provides an integrated suite of applications designed to eliminate inefficiency through automation and actionable business insights.

- Artificial Intelligence
- Machine Learning
- Material Requirements Planning
- Inventory Order Allocations
- Barcode and RFID Automation
- Business Intelligence and Reporting



STRATEGY #2

Streamline Processes with Connected Supply Chains

Collaboration is essential for today's manufacturers. Customers now actively participate in product designs. Suppliers need forecast data for the parts they deliver to manage their businesses effectively. Manufacturers on legacy ERP systems rely on email, fax, phone, and other disconnected systems to collect essential information for decisions on product design, purchases, production, and orders.

Acumatica provides a collaboration platform connecting your business with customers, dealers, and partners to improve efficiency in all areas of your business.

- Embedded CRM
- B2B and B2C Commerce
- External Collaboration
- Web Portals



STRATEGY #3

Generate More Leads and Close More Business

It is harder for manufacturers to improve sales because products are complex. Some manufacturers rely heavily on estimates, with only a small percentage converting to quotes or orders. Legacy systems and disconnected commerce applications disrupt processes delaying information required for effective marketing and sales. All manufacturers need a better way to develop qualified business opportunities.

Acumatica provides all the tools manufacturers need to sell more products and services.

- Manufacturing Estimates
- B2B and B2C Commerce
- Marketing Automation
- Matrix Items
- Product Configurator

“If you are a midsized business that desires to grow and has the need to unify your locations, Acumatica brings this amazing gain; it connects people. In today's world we need communication, and Acumatica provides the ability to have information at your fingertips that's unified and delivered fast.”

- ELENA MHEIDZE, CFO, ERICKSON INTERNATIONAL

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STRATEGY #4

Provide Exceptional Service

Manufacturing has changed dramatically over the past decade. Manufacturers must do more than make great products. Customers choose suppliers based on the services they provide around those products. Consequently, today's leading manufacturers offer installation, repair, maintenance, and other services to complement core product offerings.

With embedded CRM and field service applications, Acumatica provides the ideal platform for delivering world-class services.

- Mobile Field Service
- Customer Support
- Contracts & Warranties
- Preventative Maintenance



STRATEGY #5

Optimize Inventory for Maximum Profits

Inventory may be your largest asset, but it is also one of your highest costs. Hold too much inventory, and your carrying costs increase with the potential for spoilage or obsolescence. Hold too little inventory, and you will face delays in customer shipments, unnecessary costs for rush orders, and scheduling problems.

Optimize inventory levels, automate processes, and implement just-in-time strategies to save time and increase inventory turns with Acumatica inventory management and manufacturing suite.

- Inventory Replenishment
- Material Planning
- Flexible Pricing and Valuation
- Warehouse Management
- Lot and Serial Tracking
- Shop Floor Automation



STRATEGY #6

Manage Compliance & Risk Effectively

Compliance is a huge issue for your manufacturing business. Compliance mandates from customers, vendors, and federal agencies cost you time and money. Failure to manage compliance can severely restrict your ability to attract and retain customers.

Acumatica includes dozens of features to help you manage requirements to remain in compliance. Database level security, audit files, security roles, wikis, and document management support your quality and compliance initiatives. Additional features are available from integrated marketplace applications to improve quality management throughout the production process.

- GAAP, PCI, and financial requirements
- FAA, FDA, EPA, and industry regulations
- HIPAA, SOC 3, GDPR, and other security requirements
- ISO and other quality compliance mandates

“The biggest time savings for us is not having to go out and wander through our yards of product to see what we’ve actually got on hand. Having a live inventory of what we have across seven different locations has been a huge time savings for people.”

- PATRICK SAUTER, VICE PRESIDENT, DAKOTA RED CORPORATION

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STRATEGY #7

Minimize Technology Costs

Traditional ERP vendors punish manufacturers with restrictive and costly user licensing. Many ERP vendors lock manufacturers into expensive long-term contracts and hold their data hostage if they choose to leave.

Acumatica offers unique, consumption-based licensing with no hidden fees. You have free access to your data even if you leave.

- Unlimited User Licenses
- Free Online Training
- No Hardware or Software Installation
- No-Code / Low-Code Customization



STRATEGY #8

Gain Actionable Insights

ERP systems are notorious for capturing data. There is a lot of it. It is difficult, and sometimes impossible, to make sense of it all. Acumatica provides direct integration with advanced business intelligence applications, including Microsoft Power BI.

The Acumatica platform harnesses artificial intelligence and machine learning to provide actionable insights. Take advantage of configurable dashboards as well as hundreds of reports and inquiries.

- Business Intelligence
- Artificial Intelligence
- Machine Learning
- Configurable Dashboards
- Financial and Operational Reporting



STRATEGY #9

Extend and Enhance Your Technology Investment

Manufacturers depend on innovative technology such as 3D printing, RFID, virtual and augmented reality, and the Industrial Internet of Things (IIoT). Prepare for the factory of the future with a modern ERP system designed for rapid integration with low-code or no-code modifications.

Acumatica is a modern-day, cloud-native ERP application ready for artificial intelligence and machine learning. It is mature and rich in functionality without the complexity associated with traditional ERP systems. It is easy to use and scalable across industries and company sizes. For specialized business needs, trust the Acumatica partner community to discover even more ways to grow your business.

- Open Architecture
- No-Code / Low-Code Customization
- Channel Partner Configuration
- Acumatica Marketplace Extensions

“We can look at the data when we want it, how we want it, and really make better decisions about what products we should be selling where and which products we should drop and which products we should promote.”

- BRAM KLEPPNER, CHIEF EXECUTIVE OFFICER, DANFORTH PEWTER

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Grow and Thrive with Acumatica Cloud ERP

Manufacturing is challenging. You face increased competition, shorter product lifecycles, increasingly complex technologies, and ever-changing compliance mandates. So how can you thrive in the new digital economy with so many moving parts? The answer is simple: arm yourself with a full suite of adaptable and scalable business applications built on a future-proof cloud platform with an open architecture for rapid integrations and cross-functional workflows to automate business processes. Choose a customer-friendly technology provider with specialized industry solutions for manufacturers to do the heavy lifting so you can work on your business—not on the systems that support your business objectives.

Many ERP systems can help you grow your manufacturing business, but very few offer the unique advantages that Acumatica provides:

- **Platform:** A future-proof and adaptable cloud-native platform facilitating low-code or no-code customization built for tomorrow's technologies.
- **Breadth:** Full-suite ERP including accounting, inventory, online commerce, field services, manufacturing, project accounting, and embedded CRM.
- **Simplicity:** An easy-to-use interface with no software to install and unlimited, free online education facilitating rapid implementations.
- **Friendly:** A technology partner that will not hold your data hostage, providing unlimited user licensing so you can engage all employees and external customers, vendors, and dealers.

This solution brief provides a glimpse into the many ways Acumatica helps our manufacturing customers grow their business. There are hundreds of other use cases and thousands more when you consider our developer and channel partners' specialized applications.



Acumatica Cloud ERP is a comprehensive business management solution that was born in the cloud and built for more connected, collaborative ways of working. Designed explicitly to enable small and mid-market companies to thrive in today's digital economy, Acumatica's flexible solution, customer-friendly business practices, and industry-specific functionality help growing businesses adapt to fast-moving markets and take control of their future.

For more information on Acumatica, visit www.acumatica.com or follow us on [LinkedIn](#).