

Business Drivers

- > Business Consolidation
- > Organizational Efficiencies

"The fact that we deployed Apprise ERP in all our American subsidiaries, in Canada and now in Australia, speaks to our satisfaction with the system. With Apprise, we're able to leverage a small IT department to manage the needs of Jamac, Elna and Janome America."

— Michael McDonagh
Executive VP & CFO
Janome America

JANOME

Profile in Brief

- > US Division of global sewing machine leader
- > Sells to hundreds of brick-and-mortar and online retailers
- > Headquarters in Tokyo, Japan with global divisions in Canada, Australia, and more than a half-dozen other locations

ERP Success Leads to Global Rollout

Janome America is the North American subsidiary of global sewing giant Janome Sewing Machine Co., Ltd. of Tokyo, Japan — one of the largest sewing machine manufacturers in the world.

In 2009, three separate Janome subsidiaries — Janome America, Jamac and Elna — consolidated under the Janome America banner. Other divisions of the global company include Janome Canada, Janome Australia and more than a half-dozen locations in Asia and Europe. Consolidated sales for the global company top more than \$400M annually.

Productivity Gains Drive Expanded Partnership

Janome America first deployed the Apprise® ERP solution back in 1995. Since then, Apprise ERP has provided the enterprise wide tools and technology the company needs to conduct business efficiently and cost effectively. Over the years, the success of the implementation caught the notice of Janome Canada and Janome Australia. Today, both divisions count on Apprise to streamline their end-to-end operations.

"The fact that we deployed Apprise ERP in all our American subsidiaries, in Canada and now in Australia, speaks to our satisfaction with the system," said Michael McDonagh, Executive VP & CFO, Janome America. "With Apprise, we're able to leverage a small IT department to manage the needs of Jamac, Elna and Janome America."

The company now runs its three US subsidiaries on a single database. Rolling Jamac and Elna onto the Apprise ERP platform created efficiencies and streamlined processes, while minimizing the company's hardware needs and associated consolidation costs. And management of the new entity has required no increase in IT staff.

Janome America successfully streamlined its credit and collections operation too. With full visibility into credit limits and credit holds, a staff of two successfully manages 4000 orders a month for approximately 850 customers. Automation throughout the system helps to speed processes that would normally require additional steps and time to transact.

EDI Compliance Clinches .com Deals

Janome America sells sewing machines, parts and accessories to hundreds of brick-and-mortar and online retailers. Many of the company's trading partners require electronic data interchange (EDI) compliance as part of their customer contract — an integrated part of the Apprise ERP solution. So when prospective retailers Target.com and Overstock.com made EDI a make-or-break component of their business agreement, Janome America had a solid track record to prove they were EDI ready.

"Our Apprise EDI functionality helped us land deals with Overstock and Target.com," said Ray Bunora, IT/Logistics Manager. "Apprise manages our EDI and also does our mapping, so we don't have to worry about changing maps on a daily basis or monitoring transactions."

Janome outsourced their EDI support and services to Apprise, a decision that eliminates the need for EDI resources in-house, saving the company money.

Business Impact

- > Improved Productivity and Data Visibility
- > EDI Compliance
- > Automated Operational Processes
- > Serial tracking of high-value goods

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— Ray Bunora
IT/Logistics Manager

Improved Visibility, Process Automation & Customer Service

Apprise® ERP has helped Janome America improve productivity and automate processes throughout its enterprise including in the warehouse, through online Customer Portal solutions, and with its sales, customer service, and credit teams, among others.

"With Apprise, our purchasing and inventory is efficient and accurate, resulting in more timely shipments and happier customers," said Bunora. "The Apprise ERP integrated UPS interface is efficient and accurate too, allowing us to save steps in the warehouse so we can concentrate on moving goods out the door faster, and for more customers, without the need for additional warehouse resources."

Also in the warehouse, Janome America relies on the Apprise ERP serial tracking functionality to retain data on shipping dates and ship to information that helps support warranty service for its authorized dealers. Apprise ERP serial tracking, along with the company's warranty card registration database, helps Janome America streamline the tracking and processing of warranty repair requests.

And the Apprise® Customer Portal helps Janome manage customer expectations through reliable online order entry processed through the company's extranet. Dealers can login, order online, and view order status at any time of day or night. The success of the Customer Portal has eliminated the need for an extra sales assistant to handle the company's growing order rates.

"We've been very pleased with Apprise ERP," said McDonagh. "Because the system works so efficiently, we're focusing on improving other aspects of the business. Moving all our US subsidiaries onto Apprise ERP, went seamlessly. With the US, Canada and Australia on the same platform there is a shared comfort level within our global organization."



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