



## CUSTOMER SUCCESS STORY

# Jewelry Importer Receives Sterling Service from BSP

Athra NJ Incorporated is a classic American success story. Starting with a small silver jewelry booth on New York's 47th Street just two decades ago, hard-working immigrants grew their business one account at a time. Today their company is one of the nation's largest players in the sterling silver business, importing goods from all over the world, and distributing to giants like Macys, JC Penney and Dillards.

"While we were small, we used two separate software programs designed for the jewelry industry. Then when we were ready for serious growth, we needed a more robust program that would handle inventory, multiple warehouses, distribution and EDI. We selected Sage MAS 90, and later moved up to Sage MAS 200," says Michael Kedersha, controller.

### RIGHT PARTNER, RIGHT SYSTEM

Special fields in the purchasing module calculate the price of silver, either by weight or by piece. Fields added to the data entry screen streamline tasks in customer service.

"From the outset, we anticipated the software would need heavy customization for the jewelry industry," explains Kedersha. "That meant selecting one of Sage's certified master developer to partner with. Unfortunately BSP was not our first choice and only after some major frustrations did we decide to

switch our account to BSP. Of course we were nervous to make the change but right from the beginning BSP showed that they cared as much about solving our problems and engineering a successful MAS 200 implementation, as they did about sending an invoice. There are lots of resellers out there, and we're always getting offers to switch. But we have such a strong relationship with BSP that we'd never be willing to change."

Consultants from BSP studied Athra's operations, and instead of the anticipated "heavy customizations, designed an end-to-end solution using MAS 200's out of the box flexibility, paired with limited code modification, that could grow with the company. "They looked to understand and learn our business, while simultaneously educating Athra on MAS 90 and the available tool sets," says Kedersha. "As a result, we can do without jewelry-specific add-ons. BSP's MAS 200 solution does it all."

### SEAMLESS SOLUTION

Athra uses Sage MAS 200 to automate all aspects of its operations, including sales, accounting, and inventory. About 70 percent of Athra's orders are received by EDI, which integrates seamlessly with Sage MAS 200. The software produces barcoded pick tickets for its warehouse workers. MAS 200 coordinates inventory transfers between warehouses, provides real-time inventory counts and with MAS 200's Starship module, automates



**CUSTOMER:**  
Athra NJ Inc.  
Carlstadt, NJ  
[www.athra.com](http://www.athra.com)

**INDUSTRY:**  
Jewelry importer and distributor  
Locations: Headquarters plus  
3 showrooms & 15 virtual warehouses  
Employees: 50+  
Size: \$10+ million

Users on Sage MAS 200: 25

**CHALLENGE:**  
Athra outgrew jewelry-industry-specific software; needed to automate all operations including warehouse and distribution

**SOLUTION:**  
Sage MAS 200 with modules for manufacturing, core accounting, distribution, process manufacturing and EDI

**RESULTS:**  
Customized software manages 113,000 SKUs and 4+ million inventory transactions a year, providing a significant return on investment



Authorized Partner

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shipments to smaller customers. Soon Athra plans to implement remote scanning in the warehouse, as well as expanded barcode scanning for the receiving department. "We currently manage about 113,000 SKUs, and process over four million inventory transactions a year," says Kedersha.

#### CUSTOM REPORTS

"BSP has written dozens of custom reports for us. All of which can be exported/emailed in various formats at the click of a button."

"We have six different sales reports, and all can be broken out in a number of different ways. We can do inventory evaluation reports, or analyze customer sales by item, or customer by shipment. Many of the larger department stores want us to track numbers by store, calculating who has the most sales or most returns, and Sage MAS 200 makes it simple for us to do so," says Kedersha.

"Similarly, we can break down purchases by country of origin, vendor, or item. We use reports like these at least weekly, sometimes daily, because they help us run our business smarter."

"BSP is always willing to show us how to design a report or add a field to the system, thereby empowering us to take real ownership of our MAS 200 system. Due to the training BSP has provided, very often I can design or modify a customer report myself."

#### TIGHT PARTNERSHIP WITH BSP

"We have a continual relationship with BSP, talking with them almost every day about our system," comments Kedersha. "For instance, two days ago they created a new import feature, for transferring items from one warehouse to another. Instead of plowing through paperwork, now we push a button, and the data we need is all there."

He also appreciates the priority he receives from his business partner. "BSP is always there for us, no matter what. They believe us when we say it's an emergency, and act fast."

#### AN UNFORGETTABLE RESCUE

One story in particular sticks in Kedersha's mind. "It was the day before Thanksgiving, and we had a tremendous shipment going out to Kohls. Halfway through, the scanning software malfunctioned. We called BSP, and they were out here within 20 minutes even though it wasn't MAS 200 that caused the problem. With absolutely no room for error, they rebuilt all of our data files, and the shipment went out before the deadline. A BSP consultant even stayed to assist with packing some of the boxes. It was something I'll never forget. Things like that definitely earn your respect – and loyalty."

The service provided by BSP has been instrumental to the growth and success of many organizations. Athra NJ is one example of a company which has benefited from BSP's customer centric approach to a successful Sage ERP implementation.

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— MICHAEL KEDERSHA  
CONTROLLER  
ATHRA NJ INC.

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