



Profile: Creative Closets

“Our employees now definitely recognize the value of one central place to communicate. It helps them manage their jobs more consistently and ultimately focus on fulfilling commitments to the customer.”

—Andrew Elstein, vice president and COO

Creative Closets Ltd., based in Allentown, PA, designs and installs custom storage systems throughout Eastern Pennsylvania, New Jersey and select regions in New York. A family business founded in 1983 by a “compulsive organizer” intent on improving people’s lives through organization, the company has grown to 17 employees focused on serving both home builders and homeowners with projects ranging from building a bedroom walk-in to creating an efficient office reception area.

For years Creative Closets functioned successfully using primarily paper-based systems for its back-office needs. Only financials were managed on a computer, albeit on an outdated system which was lacking in many areas. Growth demanded change.

“Our paper-based systems were not scaling very well.”

When Andrew Elstein came aboard as vice president and chief operating officer, he conducted a thorough review. “I found there was a great deal of information being recorded in duplicate places,” said Elstein. “We have a complicated process with lots of intensive customer service needs. It’s

difficult using only paper files to store and communicate information because a file can only be in one place at a time.”

The nonlinear process was hampering the company’s ability to get projects completed on time and with out error. “When a sale is closed, there are five or six separate functions we need to communicate on, such as



Business Issue

Inefficient, paper-based files created barriers to timely communication and information exchange for growing custom storage company

Impact

Lack of access to crucial business information caused delays in meeting project timetables

Solution

Exact Macola® ES and Exact Synergy® offered Creative Closets a flexible Web-based solution for sharing document and automating business processes

Results

- Real-time view of projects, accounts, and documentation
- Improved workflow and communications
- Reduced staff by 15% while increasing revenue by over 10% in the same period



Exact Software Business Partner
Mayer, Shanzer & Mayer, P.C.
918 Maple Street | Conshohocken, PA 19428
p. 610.828.0200 | www.msmpc.com

Exact Software
www.exactamerica.com
1.800.468.0834

Exact
software

Profile: Creative Closets

“It was difficult to find an enterprise resource planning (ERP) package would let us manage projects, do scheduling and manage resources all together.”

scheduling the installation with the customer and purchasing the necessary materials” noted Elstein. “A file would go to one person and that person would hold onto it until their task(s) were complete. In the meantime, five other things needed to be done but were not.”

In the course of his search for an answer, Elstein refined his requirements. He sought one Open SQL database which would allow him to integrate with a 3D design program in the future.



After an exhaustive 10-month search, Elstein decided on Exact Software’s Macola® ES and Synergy®. He

found this solution was the only one that met all of his requirements and was cost-effective. Macola and Synergy utilize the same database with all information stored and updated in one place.

The biggest differentiator compared to other systems was comprehensiveness. “If a package met one requirement, it didn’t meet another. It was difficult to find an enterprise resource planning (ERP) package that would let us manage projects, do scheduling and manage resources all together,” said Elstein.

Through an online browser, Creative Closets can readily manage documents, projects, financials, and designs with detailed specs for which many people require access. Employees use the workflow capability heavily to communicate consistently and ensure adherence to policies and procedures. The company also manages its HR needs in the system, scheduling jobs for specific resources and even tracking entitlements.

“We have complicated situations where the contractor building a new home is a customer, and the new homeowner-to-be is a prospect on the same project. So, essentially we often have two different customers for one project and must fulfill our obligations to each, without jeopardizing the other.” said Elstein. With the Exact solution, Creative Closets can associate multiple customers and sales orders with a project. “That was essential for us,” he said.

Integrating Synergy with Macola’s back-office solution offers a holistic view of the company’s operations. “In this business, we need to manage the entire supply chain,” said Elstein. “There’s a constant need to alert people to due dates, purchase of materials, receipt dates and so on. Now everyone in the company can view a job and see the details of scheduling, initial consults and reviews without leaving their desk. It also put an end to paper-based management and related errors”

“Our employees now definitely recognize the value of one central place to communicate,” noted Elstein. “It helps them manage their jobs more consistently and ultimately focus on fulfilling commitments to the customer.”

For more information about Exact Software™, please call your Exact Software account representative, certified Exact business partner, or visit www.exactamerica.com



Exact Software Business Partner
Mayer, Shanzer & Mayer, P.C.
918 Maple Street | Conshohocken, PA 19428
p. 610.828.0200 | www.msmpc.com

Exact Software
www.exactamerica.com
1.800.468.0834

Exact
software