Business at GEMS is In Full Bloom with Sage ERP X3

CUSTOMER
GEMS

TYPE OF BUSINESS
Floral Design, Distribution, and Marketing

LOCATION
Miami, FL

CONTACT
(786) 235-1172

www.gemscreates.com

Talk to Carlos Oramas, President at GEMS, and he'll tell you that the flower business is far more complex than most people realize. "It's more than just planting daises and pulling them out of the ground," he points out. "There's a lot of detail in the supply chain, seasonal demand to account for, and the logistical challenges of getting perishable product from our farm in Colombia to our customers across the U.S."

The Miami-based importer supplies floral bouquets to some of the most widely-recognized grocery retailers in the country including Harris Teeter, Publix, H-E-B, Meijer, and Hy-Vee.

But if you label GEMS as a company in the floral industry, you'd be missing a big part of what makes them very successful according to Carlos. "We're an effective marketing company that just happens to be in the flower business. We use tech-nology to analyze and understand what people are buying and why they're buying it, then create demand for our products."

Growing Like a Weed

After years of annual growth in the double digits, the company saw a need to update their business software and related technology. That's when they turned to Southeast Computer Solutions. "They're a trusted advisor so we brought them in to discuss what was going on with the business and where we wanted to go," recalls Carlos. "That's when they introduced us to Sage ERP X3."

GEMS was already running Sage 100 Advanced ERP (formerly "MAS 200") and Carlos recalls a positive experience with the software. "Sage 100 ERP was solid, reliable, and a very good product. But after talking with the team at Southeast Computer Solutions, we could see that Sage ERP X3 was better-suited for where our business was headed."

Pulling an All-Nighter

Carlos acknowledges that Southeast Computer Solutions (SCS) is more than a software vendor. "Instead of just upgrading our system and moving on to the next project, they spent weeks evaluating our processes and identifying areas of operational efficiency and automation that we could achieve with Sage ERP X3. That level of attention and detail is just spectacular."

And when it came time to switch over, Carlos recalls, "We shut down at 3 PM on Halloween night and I took my kids trick-or-treating while the SCS team was

at my office. They literally worked all night, migrating six years of history, and we were up and running the next morning at 8 AM without a single hiccup." GEMS was able to make the transition ahead of the very busy holiday season where glitches and implementation delays would have been costly and damaging.

Sage ERP X3 Blossoms

With Sage ERP X3, Carlos is impressed with how quickly he can access, read, and react to data. "The speed is impressive and is saving us hours of administrative and reporting time. I launch my dashboard every morning and get an instant financial snapshot of the company. Business intelligence data is critical for us and those types of metrics were something I had to drill into and really spend time digging for in the past."

Another process they won't miss is a manual workaround created in the past for producing the detailed shipping labels they use every day. With Sage ERP X3, the labels are populated and printed automatically which has saved time.

Personalized Technology of Today

GEMS now has a business system in Sage ERP X3 that's configurable to their unique operation. "The system is easy to use and every process is flexible so that each user can create the look, feel, and flow that works best for them," Carlos says.

"Sage ERP X3 is built on technology of today which provides us with speed and flexibility that keeps our company ahead of the competition."

Because Sage ERP X3 is web-native, it operates exactly the same from remote locations as it does in the GEMS corporate office. "It's a fully-functional web-based system that will deliver huge time and money savings when we phase it in for our farm partnership in Colombia," adds Carlos. "Plus, we'll have even better visibility further down the supply chain." SCS also demonstrated how easy it is for the Colombian users to opt for Spanish language on their screens and comply with local business rules and regulations that are built into the system.

A Relationship in Full Bloom

From day one, Carlos recognized that the folks at SCS were genuine and it was a company that GEMS could partner with. "Southeast Computer Solutions treats us like we treat our customers, so we're a good match," he says. "Whenever we need help, they're quick, responsive and hands-on. I'm really happy with both the relationship and the Sage ERP X3 system, and excited about where we're headed in the next phase of our business."