

Stork Craft

vSync and Accellos Solutions help CIO Position Company for Success

In 2005, Irene Jeremic, Stork Craft's global CIO and Head of eCommerce, IT and Sales Support Services was tasked with the full-blown IT-makeover of Stork Craft Manufacturing Inc. and its group of companies, to help turn the troubled business around. With her teams, she was to streamline the company's business procedures, re-build the company's business solutions and prepare Stork Craft companies to compete at an international level. One of the key initiatives was to repair the company's erroneous EDI program and steer the company's business operations out of 6-digit vendor compliance charges.

Jeremic set the bar high. She architected a cutting-edge solution and moved the company's transacting to full technical compliance. She improved the company's service level agreement (SLA) window from fair to 99% or better. For her successful achievement of Stork Craft's makeover she was named the 1st Honoree of Stork Craft companies. Today, she is Stork Craft's Corporate Executive Advisor (CEA).

Challenges

- Obsolete hardware could not support high transaction volumes, putting a cap on the business growth;
- Manual processes revolving around electronic data interchange prolonged transaction processing time and yielded a high human error rate;
- Cumbersome inter-departmental workflow added processing time and elongated sales close activities;
- Customized EDI documents (maps) did not match vendors' current requirements and the resulting electronic transactions were rejected;
- Two very different and incompatible EDI platforms, used intermittently for sales transaction exchange, were error prone and difficult to operate.

Jeremic worked with vSync to streamline Stork Craft's EDI operations and add value to the company's business—

"We needed an effective EDI solution to replace human-intense operations and consolidate an error-prone multi-platform execution. We were getting ready for Class-A distribution and needed a partner who could rise to the challenge; vSync made a match," said Jeremic.

Solution

Launch a streamlined inter-departmental workflow that ties warehouse operations with office operations around a consolidated vSync Technology Provides a Robust EDI Platform.

vSync Technology Provides a Robust EDI Platform

Stork Craft sells juvenile, high-end and office furniture internationally through large retail chains such as Wal-Mart, Bed Bath & Beyond, ToysRUs, Sears, Target, Amazon, Kmart, CSN Stores, United Consumers Club and smaller independent retailers. In 2005, the company's volume LTL operations were well developed, but relied on time-consuming manual procedures. Their eCommerce channel was just developing, and relied on human intervention. With a high error-rate it was impossible to meet rigorous vendor compliance requirements, without re-engineering workflow, optimizing processes and consolidating the solution platform.



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-- Irene Jeremic

“We needed a scalable, robust and error-free platform to accommodate our warehouse and electronic data interchange needs,” said Jeremic. “After a careful consideration and evaluation of numerous WMS and EDI options, we selected Accellos One Warehouse solutions and vSync enterprise-level EDI solutions.”

vSync technology, designed for unlimited bandwidth and growth, was deployed on new servers with intense processing power. Jeremic re-designed the workflow affecting the Finance, Shipping, Logistics, Warehouse Operations, eCommerce, Information Technology and Inside Sales process owners.

“A basic end-to-end EDI process between two business partners, involves two accounting systems communicating through an application link and a translator directly or via Value Added Network (VAN). Although these accounting systems, application links and translators are distinct for over 90% of partnerships, using a system designed around configurable business rules, the transactions can be traded on time, with 100% accuracy,” said Jeremic. “That’s what we achieved working with vSync.”

Jim Moore, Stork Craft’s President and CEO said that Jeremic led her teams through another quick and easy release. “Irene’s new state-of-the-art solution solidified business operations and established new standards for a regulated and error-free environment.” added Moore.

With vSync enterprise-level technology, Stork Craft was able to establish just-in-time business operations and build a foundation for class A supply chain operations, worldwide.



Irene Jeremic, Global Chief Information Officer (CIO) / Corporate Executive Advisor (CEA), Stork Craft

Irene Jeremic is an experienced business and technology leader who has performed [a technology-assisted makeover](#) for [Stork Craft Manufacturing Inc.](#) and its group of companies during their business crisis in 2000. [Stork Craft Manufacturing Inc.](#) is a 60-year old manufacturer and distributor of juvenile furniture with headquarters in Richmond, BC. Its products are sold in North American markets through volume retail chains and internationally through wholesalers. Between 2006 and 2008, under Jeremic’s makeover, the company added the three new brands: office (Status), specialty (Canwood) and fine (Ragazzi) furniture in addition to the original “Stork Craft” furniture line.

Between 2005 and 2009, Jeremic-led teams completed [a full makeover](#) of all business and technology solutions for [Stork Craft companies](#) to ensure the company’s operability, sustainability and growth. Jeremic’s Business Infrastructure Design and eCommerce Solutions received [accolades by Dell in 2005](#).

A proprietary eCommerce model designed by Jeremic [reduced drop-ship time](#) from 4 weeks to 2-3 days in 2005. Jeremic-led [business process innovation](#) won the [CIO 100 award](#) in 2009 and marked the 1st [eCommerce channel in Canada](#) for both [Wal-Mart Canada](#) and [Stork Craft](#).

Jeremic-led initiatives fully transformed [Ragazzi Furniture](#) from a non-profitable operation to a successful sales channel in less than one year. Jeremic’s initiatives revolutionized the [furniture industry](#) and since 2005, the drop-ship model for the 2-day order processing has become an industry standard. For her CIO work on the technology-assisted business renaissance of Stork Craft 2005-2009, Jeremic was named the [1st Stork Craft honoree](#). For her impact on the furniture industry and national businesses, Jeremic won [Top 40 under 40 Award](#).

