

# JMAS Helps Crimzon Rose International Slash Warehouse Costs

Crimzon Rose Accessories Inc., based in Providence, Rhode Island, provides a wide selection of fashion jewelry designs to major retailers throughout the U.S. Since its inception in 2001, Crimzon Rose has transformed its business from a traditional distributor with a warehouse staffed by temporary workers to a leading importer. Today, the company has established a network of U.S.-based third-party fulfillment companies specializing in “vendor-managed inventory”. Crimzon Rose has more than 60 international vendors located in China, Hong Kong and several other Asian countries and today counts major retailers, including Walmart, K-mart, Target, CVS and Rite-Aid Corporation among its expanding client base

Crimzon Rose services three major market segments: the mass retail market, drug stores and specialty stores. With the increased transaction volume and product reserve requirements of mass market retailers (up to 8 weeks in some cases), servicing these accounts via the fulfillment companies made perfect sense.

Full-time fashion consultants in Europe, Asia and the United States, combined with unmatched sourcing, product development and QC capabilities – over 100 Crimzon Rose employees in three offices in China, Hong Kong, India and the Philippines, plus an award winning in-house design team and has made Crimzon Rose the fastest growing supplier of fashion jewelry to America's leading mass market and specialty stores.

“Our fulfillment partners are strategically situated on both coasts and can quickly receive product inventories from our overseas vendors and deliver product to our customers, wherever they are located,” said Michael Burns, Chief Financial officer from Crimzon Rose. “The tight integration of our JMAS back-office applications and our network of distribution centers allows us to virtually eliminate the various overhead costs associated with a large warehouse facility,” Burns added.

## **Optimized Purchasing and ‘Just-in-Time Inventory Control**

With JMAS, Crimzon Rose has automated its purchase order management and can provide its retail trading partners with a ‘just-in-time’ inventory solution that meets their stringent requirements for product variety and inventory reserves. With significantly smaller sales orders through the specialty store channel, fulfillment for these customers is handled from its corporate headquarters and warehouse facility in Rhode Island.

As a start-up company, Crimzon Rose was extremely diligent in evaluating and selecting a fully integrated, enterprise-wide software solution for its new operations. Felix Porcaro, founder and president of Crimzon Rose said, “We wanted to ensure that the software provided the core functionality we required, while allowing us to be cost-competitive in the fashion jewelry market. In addition, the software had to offer the scalability to grow as our business expanded its vendor partnerships and product lines.”



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*JMAS software provides Crimzon Rose the core functionality they required, while allowing the company to remain cost-competitive in the fashion jewelry market.*



“Our business has grown since 2001 and JMAS has easily accommodated our growth and contributed to our profitability,” Burns added.

Crimzon Rose evaluated a range of business software solutions before selecting JMAS from Computer Associates. Developed by CAI in conjunction with an advisory group of clients in the jewelry industry, JMAS provides unprecedented, real-time access to critical business information, and includes a comprehensive set of jewelry-specific business modules that automate business processes and improve the service businesses provide to their customers.

With JMAS, Crimzon Rose buyers have access to up-to-the-minute quantity status and detailed information on each item in inventory, so they know exactly what should be ordered, when it should be ordered and who to order it from. The company can set and maintain target product inventory stock levels and can automatically update stock records after every sale, return or other adjustments.

With high-volume customers like Walmart and Kmart, Crimzon Rose also required a software solution capable of processing secure EDI transactions. The JMAS software enables the company to receive orders from its trading partners and send fully compliant acknowledgments and invoices electronically. What’s more, the company is well positioned to take advantage of Internet-based EDI when the technology becomes widely available.

#### **About JMAS**

Designed using the latest information and computing technology, Computer Associates’ enterprise jewelry manufacturing application software gives you unprecedented, real-time access to critical business information, so you can control every aspect of each job. From increased efficiency in order processing, inventory control, sales analysis and general ledger to automating purchasing, production scheduling and manufacturing, this comprehensive jewelry business software can be the difference for your bottom line.

**To find out more, call 800.422.4782 or visit [www.caisoft.com/jmas](http://www.caisoft.com/jmas).**

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