Riddle's Group Maximizes Manufacturing Control and Efficiency with JMAS Software

Headquartered in Rapid City, South Dakota, Riddle's Group, Inc. is a leading manufacturer of U.S.-made jewelry products. The family-owned company also operates more than 55 Riddle's Jewelry retail stores across nine Midwestern states. These retail outlets offer a large selection of products from rings, bracelets, necklaces, earrings, diamonds, gemstones, pearls and watches.

Riddle's manufactures their line of Landstrom/Mt. Rushmore Black Hills Gold and diamond jewelry. In addition, they carry a full selection of pieces from Amarra, Impulse, Radiante, Vinya, and about 16 other major brands. All manufacturing is done in the Rapid City factory which also houses the company's corporate offices. Riddle's Group employs more than 600 people across its operation.

Riddle's Group, Inc. generates approximately 40 percent of its business selling finished products to independent jewelry stores. The company's website, www.riddlesjewelry.com has also helped Riddle's establish a strong online presence. Riddle ships their products using UPS, FedEx and USPS to meet their customers' requirements.

From the initial design to the final polishing, many steps are required to create each finished piece. The piece is cast, shaped, ground, polished, soldered, cleaned, wriggled and engraved by Riddle's team of highly skilled artisans. Riddle's prides itself on offering one-of-a-kind new designs every year

Long-time Partner Steps Up to New ERP Software

Riddle's Group has been a customer of Computer Associates' (CAI) jewelry software for more than 25 years, starting with CAI's legacy character-based business management software. Last year the company licensed the current version of the JMAS Jewelry ERP Software, went live on the new system in January and hasn't looked back.

Lee Jensen, Operations Manager of Riddle's Group, Inc. said, "Since we've had the new JMAS in place we've already seen how it seems to dynamically learn about our operation and business processes. For example, JMAS calculates our current inventory position and compares that to our re-order point for that item or product. In this way we always know when we need to build a specific product and in what quantities."

"When we were evaluating the upgrade to the new JMAS software, we recognized that we needed a more efficient way to ensure that our customers received the exact products they ordered when they needed them, and that orders were invoiced promptly," Jensen said.

**Riddle's Group, Inc.
2707 Mount Rushmore Road
Rapid City, SD 57701**

"As soon as a customer calls in with an order, we're able to record the order accurately, generate a detailed production order, record back-orders, handle assortments and distribution orders and make sure that product is delivered on spec and on time every time."

**Lee Jensen, Operations Manager
Riddle's Group**

About JMAS

Designed using the latest information and computing technology, Computer Associates' (CAI) enterprise jewelry manufacturing application software (JMAS) gives you unprecedented, real-time access to critical business information, so you can control every aspect of every job. From increased efficiency in order processing, inventory control and business intelligence 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.

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Providing a More Efficient Inventory Handing and Control

Another area that the company was seeking to improve was inventory handling and control. JMAS lets Riddle's easily issue materials to the manufacturing floor and simultaneously relieve the inventory of these components. This capability helps the company.

"JMAS has really helped us manage inventory across each of our locations," Jensen said. "The software has also been instrumental in increasing visibility across all areas of daily operations, from production to delivery. We've improved our manufacturing efficiency and minimized back-orders and incorrect shipments, and we are much better able to track products whether they are shipped to customers in the U.S. or overseas."

Detailed Pricing and Costing Preserves Margins On Manufactured Items

JMAS helps Riddle's manage complex, customer- and job-specific pricing and costing, and maximize margins on everything they make. The software rolls up the cost of each labor step and component and materials costs and tracks other costs such as administrative, overhead, commission, profit and other factors. JMAS' costing module lets you cost items by product category, item, customer or any combination of these variables.

Automating Riddle's Production Processes

The JMAS software's integrated Job Bag capability helps Riddle's create production orders, bills of materials (BOM) and repair specifications. The software also tracks job status in real-time. Work orders can be printed to a label and affixed to the bag as it moves through the shop floor, with the appropriate information scanned upon entry and exit from each, along with employee and time recorded and charged to the job. This provides for complete real-time tracking and visibility of the job to any and all customers.

Jensen stated, "The software has also been instrumental in increasing visibility across all areas of daily operations, from production to delivery. We've improved our manufacturing efficiency and minimized back-orders and incorrect shipments, and we are much better able to track products whether they are shipped to customers in the U.S. or overseas."

"I'd also like to give Joe Chabot and the entire CAI team credit for making the transition from our old software to JMAS happen. They have done an incredible job of helping me through this conversion."

Pat Gannon, Vice President of Sales at CAI said, "We are pleased to be able to partner with a solid company like Riddle's Group and to give them the tools that helps them continue to drive their success. The JMAS ERP Software has been proven successful in hundreds of installations in all types of fine and fashion jewelry manufacturing, assembly and distribution operations."

Over more than 35 years, our team of industry consultants has seen it all, helping companies easily manage production scheduling and manufacturing, take advantage of a full precious metals management system and eliminate disconnected, third-party applications like spreadsheets to control and analyze various aspects of their operations."

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