Honey-Can-Do

Becomes Drop Shipping Leader with Aptean Distribution ERP

Industry

Home Goods

Challenges

» Lacking a scalable, affordable, integrated solution

» Inability to easily drop-ship to end consumers

Benefits

» System scalability

» Automated drop-ship functionality

» Integrated EDI mapping

A leading provider of storage, organization, garment care and home decor products, Honey-Can-Do International is headquartered in Berkeley, IL, USA, with offices in Shanghai and Hong Kong, manufacturing facilities in the US and Asia and warehouse facilities in Europe and Canada. Honey-Can-Do products are found at leading retailers around the world.

Since its founding in 2007, Honey-Can-Do has experienced tremendous growth. The company has appeared on Chicago Crain's Fast 50 list multiple times and has appeared eight consecutive times on the Inc. 5000. As a leading distributor of home goods products, Honey-Can-Do offers a selection of more than 2,000 items and is the largest provider of USA-made pizza stones in the United States.

Growing Alongside a Scalable Solution

Steve Greenspon formed Honey-Can-Do based on an opportunity he saw to disrupt the organizational home goods industry. While competitors were using traditional systems and processes for fulfillment, Greenspon recognized that shipping home goods directly to customers could prove incredibly profitable if done right. In combination with a software solution built specifically for the consumer goods industry, this foresight propelled Honey-Can-Do to a position as a market leader and to a 273.3% growth rate in 2016.

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Honey-Can-Do has been managing its operations using Aptean Distribution ERP since day one and recently celebrated its 10th anniversary on the software. "Our growth has been pretty dramatic," says Greenspon.

"Aptean Distribution ERP has been a very strong solution and has allowed us to focus on running our business and not our software."

Part of the initial appeal for the Honey-Can-Do team was Aptean Distribution ERP's affordability and scalability. The company needed a solution that was designed specifically for the consumer goods industry and one that would fit long-term and work for a start-up with a tight budget. Aptean Distribution ERP provided Honey-Can-Do with the industry-specific functionality it needed to lay the foundation for the company to accelerate growth and achieve the level of success it is experiencing today.

A Forever Solution

During the ERP decision-making process, the team at Honey-Can-Do knew it was essential to choose a system that could keep up with industry changes, handle increased volumes of data and additional users, and offer the functionality the company needed as it became more complex. The Honey-Can-Do team determined they needed an enterprise system that would be able to handle warehouse management, EDI, accounting and point-of-sale operations.

Since going live with fewer than ten users working in the system, Honey-Can-Do has grown to support more than 55 users over four facilities throughout the United States. The Honey-Can-Do team has also implemented two updates since installation and is planning on a third.

"Aptean Distribution ERP is a system that has helped us grow tremendously while keeping us on the leading edge of technology," says Greenspon. "It continues to fulfill our capacity requirements and is constantly evolving and adding new features as the market changes. It is our forever solution."

Greenspon says they try to have someone on the Aptean Distribution ERP team visit once per year to review best practices and show additional features of the system to maximize the system. "Having a strong support staff from Aptean has really helped us."

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Steve Greenspon, Founder and CEO, Honey-Can-Do

Drop Ship Capability Leads to Market Advantage

Honey-Can-Do disrupted the home goods market by figuring out how to successfully drop-ship to its customers. As competition continued to rely on legacy ERP systems with limited functionality and facilities that were not configured properly for direct shipping, Greenspon and the Honey-Can-Do team recognized an opportunity in an underserved segment of the market and set out to monopolize it. The company turned that opportunity into a market advantage, of which they are reaping the benefits today.

Honey-Can-Do utilizes Aptean Distribution ERP to manage its complex drop-shipping requirements. The software includes integrated features that help manage single-parcel shipments efficiently and without any capacity constraints. Aptean Distribution ERP's Shipment Manager allows users to define preferred business rules, automate decision-making based on these preferences, rate-shop within the system, and print shipping labels and packing slips automatically, helps Honey-Can-Do increase productivity and save money. The company is also planning to make future investments in cartonization, which will increase order accuracy, decrease order returns, and improve compliance.

Integrated EDI Improves and Streamlines Processes

Like most companies in the consumer goods industry, Honey-Can-Do relies on the power of EDI to communicate electronically with suppliers and retailers. For Greenspon, one of Aptean Distribution ERP's most valuable features is the integrated EDI functionality. "Having an ERP system that has EDI built-in certainly has its advantages," he says. "It's nice that it's a one-stop solution that we can map our EDI requirements all within the ERP itself."

The team at Honey-Can-Do utilizes EDI to help streamline processes and make communication with trading partners more efficient. With Aptean Distribution ERP's EDI functionality, Honey-Can-Do can maintain visibility into vendors' inventory levels, exchange real-time order status updates, and better ensure compliance and customer satisfaction all in real-time, directly within the system.

"Our experience with Aptean has been very positive," says Greenspon. "We've never experienced capacity issues or come across an area where we felt Aptean Distribution ERP wasn't the right long-term solution for us. We like that the company is always growing and adding new updates and new versions. We trust it will continue changing and adapting as technology changes and new trends emerge."

Are you Ready to Learn More?

Interested to see how Aptean Distribution ERP can help you better manage your consumer goods distribution?

Contact us at **info@aptean.com** or visit **www.aptean.com**.

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