



## S U C C E S S   S T O R Y

# Bradford Products improves operational efficiency with Acumatica and Aktion

Bradford Products recently went live on Acumatica ERP, purchased from, and implemented by Acumatica Gold Certified Partner, Aktion Associates.

### Existing ERP prevents modernization

Since 1982, Bradford has manufactured and installed stainless steel pools, spas and water features in some of the most renowned facilities around the world. Peter Miller is Bradford's Director of Operations. With Bradford Products for over 15 years, Peter has been responsible for and helped the company evolve from "small shop mentality" into one that embraces technology to fuel growth and meet the demands of a sophisticated customer base. In 2008, he introduced Bradford to ERP and led the implementation team for a system called Encompix. The system provided insight into all things manufacturing, but before go-live, the accounting department determined they'd keep the financial activities in QuickBooks. This created a big disconnect between the accounting department and the rest of the teams at Bradford. Peter remarked, "It got to a point that this (environment) just wasn't sustainable." As a result, Bradford was looking for a complete ERP that integrated the financial activity (construction) and manufacturing. They needed a system that tracked financials, inventory, purchasing, job costing and labor more easily and completely.

Peter recognized the importance of having a team devoted specifically to selecting the best option to suit all of Bradford's needs. Peter and his team evaluated leading ERP solutions and narrowed their choices to two: SAP and Acumatica. The team felt that Acumatica was just what they needed based upon the company's size, complexity, and growth initiatives.

**"Acumatica brings all things under one umbrella. We liked that you could buy as much or as little as you wanted to fit our current business needs."**

#### PETER MILLER

*Director of Operations, Bradford Products*



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## Why Acumatica?

They selected Acumatica for its modern, comprehensive ERP features. There were many reasons Bradford thought Acumatica was the right fit for them. Acumatica won the Bradford group over with its user-friendly interface. Peter cited the freedom to select the modules that they needed was an attractive feature for them. “We liked that you could buy as much or as little as you wanted to fit our current business needs.”

They also liked the fact that Acumatica was being developed as a true-cloud solution. This meant that Bradford didn’t have the burden of maintaining servers and backing them up on a regular basis. Another appreciated factor was the regularly scheduled upgrade methodology that Acumatica adopts as well as the option to always be current on the newest release.

## Partnership for success

Peter knew that ERP implementations were complex and challenging, but the Aktion team was there to help guide, inform and support them. Aktion’s Lean Implementation process contains specific steps that are designed to ensure a successful go live. To that end, weekly meetings between Bradford and Aktion implementation teams were held to set milestones, convey timelines, and communicate expectations on both sides. One important aspect was to equip Aktion’s team with a good understanding of the workflows inherent to the Bradford processes and overall business.

Peter and his team continue to learn more about Acumatica functionality. They’re active in Acumatica user communities and have found this additional support to be helpful. Peter is looking forward to having their business functions conducted under one platform that provides real-time visibility into the health of their operations.

## LEARN MORE ABOUT ACUMATICA

Contact Aktion Associates: [info@aktion.com](mailto:info@aktion.com)

## Considering an ERP Purchase?

Peter Miller suggests the following:

- Understand what core modules are needed prior to implementation. If the plan is to implement additional modules beyond the core, make sure that the additional modules are integrated into the implementation process.
- Think about adopting a phased approach with those core modules and additional modules. Remember that Acumatica’s licensing flexibility allows for the addition other software modules once you’re live in the system



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