

Measurable Results – Jung Seed

My name is Sara Zondag. I'm the fourth generation family member of Jung Seed Company. I'm in charge of the operations of the business on a day-to-day basis.

The company was started by my great-grandfather in 1907. It was started on a farm just outside of town and his kitchen table, he printed catalogs to sell seeds to his friends and family and then it expanded from there. We hope to be able to continue into the future as a family-owned business, continuing to expand our product offering and the different varieties of all the plants that we offer to our customers.

So we have a very complicated order release process of when we can ship, what items, to what locations, and we also have to take into consideration that a lot of that product cannot be shipped from where we are based on the temperature, so all of our orders are taken well in advance and we have to make sure that we get the order product to them in good condition based on the temperature.

Up until we became aware of Acumatica , via SVA, we had been using a system that had been in place for over 30 years. I think what finally pushed it over the edge is when the leadership team lost trust in the data that we were getting out and the data was coming out fairly slowly, it was time to look for a new solution. So when we contacted SVA, we discussed the unique portions of this business, and they took the time to really dive into it, to make sure that the software would be able to do exactly what we needed it to do. They didn't just force a solution on to us. They said, we need to know the unique requirements that you have. They learned a lot about our business. They even came on site to see how everything worked and then proposed the customization.

Through SVA, we've been able to come up with an order release process. We also have been able to bring together a number of different software systems that we have put in place to meet all of our different business needs. So now, our finance team is using SVA for bookkeeping in general ledger. Our germination lab is tracking germination rates through Acumatica and Acumatica is really becoming the ERP that we need in order to keep our business flowing the way we want it to.

In working with SVA in instituting Acumatica, our finance department has become much more efficient. We are getting reports in a much more timely manner. We are getting better reports and we went from having two employees who had to import the orders into our ERP and then decide how to print and distribute the orders, to it taking about 2 hours a day, so that was a huge time-saving benefit for using Acumatica and SVA.

So our inventory was a little bit of a challenge in the past. Since we've gone on to Acumatica, our inventory and managing our back orders has been streamlined immensely. We were able to up-to-the-minute know what's on back order, what should be shipping, and it really, I cannot explain how much better it is now. So one of the challenges in a catalog business is we want to make sure that we're sending our catalogs to the right people and we want to know if those people have ordered from us. In the past, there really was no way to know if the family that we have sent a catalog to has placed an order, how much that order was. SVA came in, wrote us a custom application, that no matter how the order comes in, we know if we sent them a catalog and we can track all that data. SVA has provided us with the ability to pick orders faster and we are looking into even more automation into our picking process. All of our customers want their plants when the sun starts shining and that can be hard to do, so we need to be able to pick these orders quickly and get them out the door fast.

There are many opportunities that we've dreamed of to increase the automation of our processes. One is to partner with a weather website to automatically release orders when the temperature is between a certain range for a certain period of time. I would say that our experience has been wonderful. SVA really took the time to learn about the unique parts of our business and SVA sat down, learned about our business and made sure that what they were going to suggest solved our problems. I would say that our experience with SVA has been extremely positive. We've been so pleased with the team's ability to talk through issues we run into and give us guidance as to what options for next steps are. As we move into the future and next generations, we hope that we'll be able to continue to work with SVA. They've brought a wealth of knowledge and valuable experience to us as we've been figuring out our next steps.