



# Profile: Boon Inc.

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Founded in 2004, Boon Inc. designs and manufactures innovative children’s products in response to the needs of modern parents. Based in Tempe, Arizona, Boon Inc. entered the juvenile products market in 2005 with the Frog Pod, winner of the 2005 Juvenile Products Manufacturers Association Innovation Award. The company plans to grow substantially in 2006 with the introduction of five additional products, including Flo and the Potty Bench. Boon products are distributed through a variety of online and brick-and-mortar retailers, including Target, Toys ‘R’ Us and KB Toys.

For the first year of its existence, Boon Inc. relied on Intuit QuickBooks to manage its accounting and finances, but the software lacked functionality for streamlining operations and workflow throughout the entire back-office. In addition, Boon wanted to have the necessary technology infrastructure in place before the company’s growth skyrocketed with the launch of five much-anticipated products. “We wanted to get ahead of the game before the launches, because we knew the surge in business would have maxed out our existing systems” said Ryan Fernandez, president and CEO of Boon Inc.

Fernandez enlisted the IT expertise of some former colleagues who helped Boon conduct a thorough evaluation of business applications geared towards small to medium-sized businesses (SMBs). In response to market hype for Software as a Service (SaaS), Boon looked at a number of hosted applications. However, the company came to the conclusion that the SaaS model would not prove cost-effective over a three-year period.



## Business Issue

A designer and manufacturer of innovative children’s products needed to replace its basic accounting software with a comprehensive front and back-office suite capable of sustaining the company’s rapid growth.

## Impact

The company anticipates immediate benefits from marrying its front and back-office operations and centralizing information access and workflow company-wide.

## Solution

Exact Macola ERP®, Exact e-Synergy® and Exact Event Manager® provide the company with a fully integrated system that will centralize information access and streamline business processes throughout the organization.

## Results

- e-Synergy’s Web-based portal access will enable employees and external business partners to access valuable information and participate in workflow, anytime and from any location.
- Once an order is placed in e-Synergy, Macola ERP will automatically generate a pick ticket and notify the warehouse, eliminating manual order entry processes.
- By monitoring for exceptions and pre-defined business events, Event Manager will significantly improve cash flow and other business processes at the company.



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Boon eventually narrowed its list down to three mid-market ERP providers. Ultimately, the company selected Exact Macola ERP, a comprehensive ERP solution that encompasses MRP, accounting and inventory management, because it offered depth of functionality at a reasonable price. “Macola met all of our back-office needs comfortably,” said Fernandez. “In addition, we had a set budget and Exact was able to meet that budget.”

The most important differentiator for Exact Software was e-Synergy, a Web-based business management solution that is tightly integrated with Macola ERP, allowing organizations to maximize their ERP investments by extending traditional “back-office” resources throughout the enterprise. With e-Synergy, Boon realized it could unify its people, processes and information in a single environment that is accessible via an Internet browser. “e-Synergy truly set Exact apart,” said Fernandez. “We saw immediately that it could seamlessly tie our front and back-office together, enabling the smooth flow of data and workflow throughout the company. None of the other vendors we evaluated could do that.”

Business Computer Technologies, Inc., the local Exact Software certified business partner that introduced Boon to Macola and e-Synergy, also played an instrumental role in the decision. “BCT truly understood our business and showed us how the software could be customized to meet our needs,” said Fernandez. “We couldn’t have asked for a better partner. They’re like family today.”

With the implementation well underway, Boon is eagerly anticipating the impact e-Synergy will have on its business. In particular, the company plans to create a series of Web portals for its employees and external partners, which include retailers, international distributors and independent

sales reps. Through these individualized portals, users will be able to access information, such as order history/ status, inventory availability and other documentation, and easily place orders at any time and from any location. Further, once an order is submitted via e-Synergy, Macola ERP will automatically generate a pick ticket and notify the warehouse, whereas previously employees would have to manually enter the order into QuickBooks and then fax a copy to the warehouse. These process improvements will have a significant impact on operational efficiency, according to Fernandez.

Boon also plans to make extensive use of Exact Event Manager, a business activity monitoring (BAM) solution that triggers emails, workflows and other activities based on pre-defined thresholds or business events. In particular, Fernandez sees tremendous value in applying Event Manager’s capabilities to the company’s collections process. “Cash flow is king,” said Fernandez. “Because our customer base is growing so rapidly, we can no longer rely on manual processes to manage receivables. By monitoring due dates and other business events, Event Manager will help ensure that we get cash in our pockets in a much more timely manner.”

With an IT background himself, Fernandez is intent on using the integrated Exact Software suite to its fullest potential. “As a mid-market company, it is critical that we get the most out of our IT investments. We are confident that e-Synergy, Macola and Event Manager will deliver tremendous value to Boon, and provide us with a scalable infrastructure that will help sustain our growth well into the future.”

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