

## Acumatica Cloud ERP Helps MiiR Maximize Operational Efficiency, Grow Dramatically While Boosting Giving

### OVERVIEW

MiiR, a lifestyle brand built on design and generosity, initially launched its business with QuickBooks Enterprise. As the company grew, the entry-level financial package became a liability. Inventory and orders were hard to track, online orders were error-prone, and the software couldn't handle multiple users. Wanting to be a truly connected and digital business, MiiR chose Acumatica for its mobility, automation, dashboards, flexibility, and ease of third-party integrations for e-Commerce.

### KEY RESULTS

- Implemented a single, connected, robust, modern eCommerce platform to expand into new channels
- Gained real-time operational visibility into inventory using native Shopify connector and warehouse management for distribution
- Eliminated manual data entry through automated financial reporting for deep business insights
- Acquired an integrated inventory management solution to automate inventory transactions and warehouse operations
- Improved visibility into order status, enhancing the customer experience
- Gained worldwide mobile access to business information to operate the business more efficiently
- Saved time with an integrated business solution and access for all, eliminating unnecessary, siloed applications
- Improved cashflow with actionable insights into past-due accounts for prioritized collections activities
- Decreased shipping processing times by more than 40 percent with shipping integration
- Eliminated manual inventory counts
- Reduced online order processing times from 30 minutes to just a few minutes
- Improved B2B ordering platform, increasing communication with suppliers and others
- Gained flexible, futureproof system that is easy to upgrade

### CHALLENGES

Seattle-based MiiR makes stainless-steel drinkware and specialty coffee products for B2B companies and consumers while prioritizing people and planet through its impact efforts. To-date, MiiR has donated over \$4 million dollars through grantmaking to its nonprofit partners. It is also a Certified B Corp, 1% for the Planet member and is Climate Neutral certified.

MiiR, named partly in homage to environmentalist John Muir, has funded projects with nonprofits Splash and Water1st to bring clean water to people in developing countries like Honduras, Bangladesh, and Nepal and also closer to home, partnering with Viva Farms in Skagit County to provide irrigation to 45 acres of land designed to support up to eight farm businesses for 25+ years.

When Papé and his wife started MiiR, he set the company up on QuickBooks Enterprise, which worked well when the company operated out of their apartment and a small 10-foot storage unit. But as growth ballooned inventory into a sizable warehouse, problems emerged.

With QuickBooks, an entry-level accounting package running on a virtual PC, there was a huge time lag when information came in from other systems. "Bank feeds didn't go in properly and connections were hard to forge when MiiR grew from [eCommerce platforms] Volusion to Magento to Shopify," Papé says. "We saw tremendous growth over the years. That (growth) came with a lot of systems that were challenging to keep up with."



#### Company

MiiR [www.miiir.com](http://www.miiir.com)

#### Industry

Manufacturing: Stainless Steel  
Drinkware for B2B Retail

#### Number of Employees

Approx. 100 full time employees

#### Location

Seattle, WA with additional warehouses in WA and ID sales offices, and operations team in Jinhua, Zhejiang, China, and China tenant

#### Products

Acumatica Enterprise Retail Edition with:

- Multiple Currencies
- Intercompany Accounting
- Native Shopify Commerce Connector
- Warehouse Management
- Acumatica Premier Support
- Advanced Authentication
- [Avalara](#)
- EBizCharge Credit Card Processing Integration
- Power BI Analytics
- [SPS Commerce Fulfillment EDI](#)
- StarShip Shipping Software

#### Customer Social Sharing Details



[www.facebook.com/miir](http://www.facebook.com/miir)



[www.instagram.com/miir](http://www.instagram.com/miir)



[www.twitter.com/miir](http://www.twitter.com/miir)



[www.youtube.com/c/MiiROfficial](http://www.youtube.com/c/MiiROfficial)



[www.linkedin.com/company/miir-inc](http://www.linkedin.com/company/miir-inc)

#### Partner Details



Crestwood Associates  
[www.crestwood.com](http://www.crestwood.com)

## Data Lag Times, Multiple Systems Create Errors

Each new application introduced the opportunity for errors. In addition to needing more and more QuickBooks licenses, MiiR's growing inventory required advanced inventory locations with multiple warehouses.

"We had five to ten bolted-on systems to QuickBooks and it (was) a hodgepodge of different systems trying desperately to talk to one another," says Joshua Stinger, Vice President of Operations. "We were to a point in our growth phase that we had to have something that was more accurate, easier to talk to, easier to get information from, and that ... (provided) one source for truth."

With multiple systems and multiple sites, it was grueling to check inventory levels. Employees spent hours trying to get accurate counts.

MiiR needed a system that could work with international distributors, offer better insight into inventory at multiple locations, offered mobile access from anywhere in the world, resided in the cloud, and helped employees be more efficient.

"Ultimately, (QuickBooks) was not the right solution as we continued to scale," says Papé.

## SOLUTION

### Acumatica Retail Edition: Robust, Powerful API; Affordable Pricing

As part of his ERP research, Papé tapped into his network to learn about their ERP experiences. Several used Oracle NetSuite but weren't happy with it. "They were frustrated they had to have full-time developers just to get their system to where it needed to be as well as for ongoing maintenance. That didn't really feel like a viable solution."

MiiR's CPA suggested Acumatica. "We were pretty impressed with its simplicity but also the robust nature of it," Papé says.

Acumatica also had an appealing pricing model. "We were also impressed with the way that Acumatica thought about pricing its program and structuring it," Papé says. "We appreciate the unlimited user license moving to the future."

"One (other) thing about Acumatica was that not only was it a simple, scalable, and robust solution for us, but it also had a really clean and powerful API, so when we need a little bit more horsepower, we could connect (additional applications) to Acumatica and feel confident in the integration," he says.

## BENEFITS

### Transparent, Efficient Operations

Operationally, MiiR is more efficient and productive, which translates into more sales and more giving. "We're using Acumatica to make good decisions to grow the business," says Papé. Having everyone on one platform gives employees access to one version of the truth, and provides them with actionable data.

It helps, says Kurt Keating, System Architect, that Acumatica is user-friendly. "Acumatica is definitely easier to use than other ERP systems," he says from experience. "It's a lot more intuitive and straightforward." Being easy-to-use accelerated employee adoption and reduced the reliance on IT to build reports.

With Acumatica, employees created automated workflows and tailored dashboards that reduced the time to complete tasks while also making it easy to view critical KPIs specific to a department or to staff roles.

Acumatica shortened the time it takes to process an online order from 30 minutes to just a few minutes. Previously, orders originated in Shopify, were manually entered in a spreadsheet, and then transferred manually to QuickBooks. The entire task typically took a half hour.

Now, Acumatica pulls in the Shopify order automatically, and the information resides in one system, reducing errors that occur when dealing with multiple manual systems. Employees save time and focus on improving and growing the business.

# MiiR®

*“Acumatica has empowered us to become a better digital business. Across our internal departments and users, Acumatica gives us valuable data insights that allow us to make informed decisions that ultimately lead to the growth of our business.”*

– Bryan Papé,  
MiiR Founder & CEO

## Revamped B2B Ordering

Because corporate buyers now demand consumer-like experiences, MiiR recently began offering a white-glove service with processes that better unite its third-party providers handling decorating and printing, for example. They engineered a workflow whereby data from all parties are transferred into Acumatica for a single source of truth from multiple vendors, says Keating.

“We can do that because the whole Acumatica framework is open,” says Keating. “B2B customers have the same expectations as consumers: they want real-time information accessible when they want it.”

Among other items, the new workstream reduced back and forth emails seeking delivery schedules, requests for design approvals, and other customer communication, he says.

## Improved Customer Service

Associate Director Godwin Peck heads MiiR’s private label B2B sales and juggles logistical issues based on stock-on-hand and lead times to support customers. “It’s really important to have real-time accurate data to communicate with them,” he says.

Previously, he had to contact sales, operations, or the accounting team to get order status information, which left a lot of room for error, and for things to slip through the cracks, he says. In addition to QuickBooks, some of the information lived in Google Sheets and Shopify, which weren’t connected.

Inventory numbers never matched, which increased the calls to the warehouse manager. Likewise, account managers didn’t have direct access to order statuses. Everyone seeking information had to call someone else, which meant wasted time and made it much longer to respond to customers, sales and vendors.

“It was really difficult to keep track of all the orders in the system, keep track of all your printers, keep track of everything that was basically in individual’s heads,” Peck says. “So having everything in one place has been pretty key. Each of our team members now has a bird’s eye view into what’s happening.”

Instant access to data allows the team to solve customer problems and provide information faster.

## Better Manage Inventory, Warehouse

“Acumatica has cut down on the time it takes to look up orders within our system, the status of an order, and look up inventory,” says Peck. “That’s been a huge value-add in efficiency.”

Operating in one system has improved MiiR’s warehouse operations so that employees keep on task rather than wasting time looking for orders from third-party vendors or counting items on hand. The company added scanners and integrated parcel, freight, and 3PL shipping services thanks to Acumatica’s seamless connections with third-party applications. With the use of scanners, the team picks and packs orders, and inventory items are live traced and allocated in real-time, which provides transparent inventory numbers and reduced errors.

Acumatica’s ever-evolving strategy and flexible platform provided MiiR with native eCommerce connectors, which help the B2B company sell online seamlessly through various platforms. “As social ordering options grow, it’s nice to know Acumatica is building for the future,” says Nikki Lounsbury, Assistant Director of Information Technology.

## Product Matrix Adds Items Automatically

Acumatica Retail Edition automated many of the manual tasks associated with adding new SKUs, expanding sizes, and color variations, and removing or switching out items. “Acumatica has allowed us to quickly adjust our product catalog automatically, which is really important,” says Lounsbury, who previously managed 70,000 SKUs for a retailer that used a legacy ERP.

“Having four to five people (manually entering) items into the system would be a deal breaker. We need to be able to adjust products rapidly and the product matrix can do a large push of multiple products and unit variations in one fell swoop. Acumatica also gives us the flexibility to push a matrix item family or take it out if we are sunsetting a color or item.”



“Acumatica has allowed us to step into what it means to truly be a connected and digital business.”

– Bryan Papé,  
MiiR Founder & CEO

## Flexible System Easy to Support, Upgrade

Keating likes how easy Acumatica is to manage, upgrade and maintain. “We’ve been through an upgrade and it was super fast and super light,” he says. “In my older days of working with Oracle, it was a 12-to-15-month project just to do an upgrade. With Acumatica, there’s also no need for a lot of IT infrastructure, and there’s no need for multiple servers so companies can save money and their sanity in the long run.”

He doesn’t worry about securing seat licenses since Acumatica lives in the cloud and does not charge by the number of users. “We are able to scale, enable applications, and the licensing is super flexible.”

Lounsbury adds that the Acumatica platform is reliable. She’s seen little downtime, which goes a long way in ensuring employee confidence in the platform. “In my old position, the system would be down once a month,” she says. “But with Acumatica, we have had very few issues, which is super valuable because the more users can rely on the software and know it’s going to be available, there’s no seeds of doubt.”

Keating agreed. “Six 9s of uptime is pretty incredible from a cloud perspective.”

## Mobility: Access Data from Anywhere

Because Acumatica is hosted in the cloud, executives access Acumatica anytime and from anywhere, including while helping people overseas.

“When you’re in Korea and you have to connect to a virtual PC back in the U.S., our old system would take forever, and we’d have connection issues,” Papé says. “To be able to pull out your phone or pull out your laptop anywhere in the world without having to physically be on a PC that’s a desktop or a virtual PC is huge for us.”

## Becoming a Digital Company

Acumatica has been a game changer for MiiR. Operating with disparate, unconnected systems was like operating in a dark room with the blinds closed, Papé says.

“Then suddenly as we transitioned to Acumatica, it’s like you pull open the blinds, and suddenly see this amazing view of what’s going on. It allows us to see good data, which allows us to make good decisions to grow our business in a powerful way.”

“Acumatica is the tool that we use to make forecasts, buy inventory, and invoice customers and do so without having to worry about lag times on virtual PCs,” he says. “Acumatica has really allowed us to step into what it means to truly be a connected and digital business.”

And being a truly digital company means MiiR can do more good in the world. “The more customers that we can reach, the more we can give,” says Keating.

