

Customer Success

From Patchwork to Seamless Sales: Andover Fabrics Reinvents B2B Buying

Overview

Andover Fabrics, a century-old company that distributes fabric to quilt shops, ran on a sunsetting Microsoft Dynamics SL system. It needed a modern ERP platform to automate manual processes and a sophisticated digital storefront to transform their online shopping experience. Andover Fabrics deployed Acumatica Distribution Edition, which improved inventory management, saving days previously spent manually loading items. When connected to BigCommerce, Andover gained frictionless online purchasing workflows that dramatically increased sales.



Key Results

- **Accelerated Growth:** Increased booked revenue by 86% over the first four months since the integrated website launch with Acumatica and BigCommerce
- **Better Insights:** Gained visibility into new KPIs, including a 99.6% year-over-year growth in UK fabric design sales
- **Eliminated Redundancies:** Saved days of manual work loading new products into the online catalog
- **Transformed Online Shopping:** Greatly improved the B2B buying process with frictionless online purchasing
- **Integration Excellence:** Gained a seamless data sync between Acumatica and BigCommerce

Company

[Andover Fabrics](#)

Location

New York, NY, USA

Industry

Distribution, Textiles

Number of Employees

10-50

Revenue

\$10M-\$50M

Product

Acumatica Distribution Edition

Applications

Financials
Intercompany Accounting
Inventory Control
Order Management

Integrations

BigCommerce

Systems Replaced

Microsoft Dynamics SL

Partner

MaxQ Technologies
Friends of Commerce

Challenge

Andover Fabrics distributes quilting fabric to 2,000 quilt stores. While the family-owned business built a great reputation, its digital storefront was a major hurdle for online sales.

“We transitioned from an old ERP system, which looked like it ran on MS DOS,” says Adam Weinstein, Andover’s President. “It wasn’t until very recently that we had the technology partners and the solutions that we needed in order to take this business forward.”

Running on legacy Microsoft Dynamics SL, the company was bogged down with manual data entry. It took a month to upload 500 SKUs—a task required five times a year. B2B customers were forced to call to place orders and had zero visibility into real-time stock levels or “back-order” status, which is critical for quilters managing complex projects. Customer complaints were growing; the digital hub simply wasn’t convenient for the modern buyer.

Solution

Weinstein knew a cloud-based platform was the only path forward. “After doing research and seeing what the capabilities were of several options, it felt like Acumatica was the right system and the right platform for our next level of growth,” he says. He liked that Acumatica Distribution Edition offered an end-to-end solution to streamline and automate many of the company’s workflows, and that it had an open API that allowed third-party applications to connect to it seamlessly.

Helping seal the deal was Andover’s long-standing technology partner, MaxQ Technologies, who was deeply familiar with Acumatica and highly recommended it as the ideal flexible platform for their growth. To bridge the gap between the new ERP and the customer-facing experience, Friends of Commerce was brought in. As a B2B Certified BigCommerce Partner and an Acumatica Alliance Partner, FoC took the lead on the digital commerce strategy.

The project required deep technical collaboration. FoC customized the BigCommerce B2B application to handle Andover’s unique business requirements, such as specific units of measure (yards vs. bolts). Both MaxQ and FoC worked collaboratively to ensure the integration between Acumatica and BigCommerce was flawless. This approach allowed the teams to customize the connector to meet Andover’s specific data needs, ensuring that inventory and product attributes flowed seamlessly from the warehouse to the web.

Outcome

“Revenue is at record levels, and our book-ahead sales are at record levels since we implemented Acumatica with BigCommerce.”

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“Revenue is at record levels, and our book-ahead sales are at record levels since we implemented Acumatica and integrated with BigCommerce. In the first two months of this year, versus the first two months of last year, we booked 88% more business,” says Weinstein.

Acumatica and the added functionality to our website automated workflows that were previously grueling. “Uploading new fabric to the catalog and website takes hours rather than days,” says Weinstein. Customers now have real-time information at their fingertips, including yardage availability and the ability to search by color, designer, or pattern.

“We're able to pull this information from Acumatica directly through the connector and onto the website,” Weinstein adds. “I can take my whole catalog right now and send a customer a shoppable page. That’s possible because Acumatica has all these attributes we can input for all the different stock items and FoC built the infrastructure to surface them.”

Andover Fabrics now has access to data it never had before. In fact, Weinstein questioned one KPI. “There are times that I've looked at the growth in sales and the growth in demand that we've had, and I've actually thought that something was broken,” he explains. “Our sister company, Makower UK, wanted to know how much of their designs we've sold in the US in 2025 versus 2024. I ran the report, and it showed 99.6% year-over-year growth. That number is clearly wrong,” he remembers thinking. “So, I went into our sales by item and checked line by line. Sure enough, it's 99.6% growth. We basically doubled how much we've done,” Weinstein says. “It's been really impressive and really fulfilling.”

Conclusion

Andover Fabrics has gone from lagging online to leading the industry. “The solution we have now has changed the trajectory of our business,” says Weinstein. “Whenever you can make one of your greatest weaknesses into one of your biggest strengths, that's what moves the needle.”

By leveraging the power of Acumatica Distribution Edition, the ERP expertise of MaxQ, and the B2B commerce leadership of Friends of Commerce, Andover Fabrics has built a scalable foundation for the future. “Acumatica has made our growth possible,” Weinstein says. “And with the right partners, we are doing things we really couldn't have done before.”

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