

Customer Success

# NuvoH2O Streamlines Omnichannel Sales and Drives Growth with Acumatica

## Overview

NuvoH2O, a leader in salt-free water softening and filtration systems, faced mounting operational challenges as it expanded its omnichannel sales strategy. Running on a highly customized and costly Oracle NetSuite system, the company struggled with inaccurate data, manual inventory processes, and high IT overhead. In search of a scalable system, real-time data, and seamless integration with ecommerce and retail partners, NuvoH2O implemented Acumatica Distribution Edition.

With Acumatica in place, NuvoH2O gained a unified platform that automated inventory control, streamlined reporting, and connected directly with BigCommerce and Amazon. As a result, the company cut software costs by 69%, doubled its business and transaction volume without increasing headcount, and positioned itself for continued growth in both B2B and B2C markets.



## Key Results

- **Reduced Software Costs:** Saved 69% in software expenses in the first year after switching to Acumatica.
- **Doubled Transaction Volume:** Doubled business and transaction counts while maintaining the same headcount.
- **Lowered IT Overhead:** Reduced technology spend from 6.2% to 3.1% of sales.
- **Accelerated Month-End Close:** Shortened days to close books by 67% from 15 to 5.
- **Automated Inventory and Fulfillment:** Eliminated manual inventory counts and reduced inventory close to one day; quadrupled daily revenue shipped.

### Company

[NuvoH2O](#)

### Location

Salt Lake City, UT, USA

### Industry

Distribution, Retail, Manufacturing

### Sub-Industry

Plumbing Supplies

### Number of Employees

10-50

### Revenue

\$10M-\$50M

### Product

Acumatica Distribution Edition

### Applications

Inventory Control  
Order Management  
Warehouse Management  
CRM  
Case Management

### Integrations

BigCommerce  
Amazon Connector  
SPS Commerce

### Systems Replaced

Oracle NetSuite

### Partner

Collins Computing

- **Improved Inventory Accuracy:** Automated serial number creation, lot tracing, and barcoding.
- **Reduced Shipping Costs:** Saved 6 to 8% on shipping through improved carrier selection.
- **Enhanced Data Reliability:** One connected platform to unify all operations, enabling data-driven growth.

## Challenge

NuvoH2O sells directly to consumers through its website and Amazon. It also has retail partnerships with major chains, including Home Depot, Lowe's, ACE Hardware, and Menards, providing an on-site retail presence. A wholesale distribution channel caters to plumbing professionals and smaller retailers, and they provide built-in water filtration systems for the RV industry. In addition, NuvoH2O offers a subscription-based replacement cartridge service, which makes up a significant portion of its revenue.

Rapid expansion into multiple sales channels exposed the limitations of its legacy Oracle NetSuite ERP software. The system's heavy customization led to unreliable and conflicting reports, manual inventory processes, and a dependence on a dedicated IT team for even basic tasks. NuvoH2O kept a dedicated team of NetSuite experts on hand just to keep the system running.

Manual inventory tracking, the absence of barcoding, and time-consuming reconciliations slowed order fulfillment and dragged out month-end closings. Without real-time, accurate data, the company struggled to respond to market shifts and scale with confidence. "NetSuite was cumbersome, and we couldn't get the reporting we needed. It was a disaster. The system was overly expensive, and we were paying for components we didn't even need," says Brett Davis, Chief Financial Officer.

The system's design only compounded the problem. "NetSuite was over-engineered and really complicated," says Bryson Ringwood, Chief Operating Officer. "It was geared mostly towards customer service and not for product fulfillment, which is where we were struggling."

Inventory inaccuracies made daily operations especially painful. Items were counted and recorded by hand, products sometimes went unaccounted for, and write-offs were frequent. The result was a constant swing between product shortages and overstocking. "It was very time-consuming, even just to get a standard single-item order out of our warehouse," says Jacob Loya, Senior Operations Manager.

Eventually, the inability to access timely data, combined with the escalating cost of maintaining NetSuite, made change unavoidable. "There was some difficulty dealing with NetSuite directly, and NetSuite wasn't able to resolve any of our concerns," says Ringwood. "NetSuite's solution for us was to just scrap the whole system and start over again." That simply wasn't an option, he says, especially at the price NuvoH2O was already paying.

## Solution

NuvoH2O evaluated QuickBooks, Microsoft Dynamics, and Acumatica. They wanted stronger inventory management, reliable reporting, an easy-to-use platform that the team could manage on its own, and a more affordable price. QuickBooks scored well on ease of use, but its inventory control fell short of what a multi-channel business needed.

**"NetSuite was cumbersome, and we couldn't get the reporting we needed. The system was overly expensive, and we were paying for components we didn't even need."**

**— Brett Davis, Chief Financial Officer,  
NuvoH2O**

**“Most of the projects I've worked on in my previous lives were multi-year multimillion-dollar projects that by the time you got it implemented, you felt like it was time to upgrade. So, Acumatica was an extremely refreshing product for me.”**

**— Brett Davis, Chief Financial Officer,  
NuvoH2O**

Acumatica partner Collins Computing built a tailored demo using NuvoH2O's data, showing exactly how orders and inventory would flow through the system. "The demo gave us the flow of how the inventory would be ordered and how it would help us," says Pratibha Bhat, former Controller. "That nailed it for us."

The demo also highlighted how flexible and configurable Acumatica could be straight out of the box, without heavy customization. That mattered to a team still recovering from the cost and complexity of an over-engineered legacy system. "The goal for us when we went with Acumatica was to use all the features and not have to customize it," says Bhat. NuvoH2O ultimately selected Acumatica.

For Brett Davis, Chief Financial Officer, the appeal came down to robust, practical functionality. He valued Acumatica's reporting, automated serial number creation, lot tracing, barcode scanning, and automated landed cost process: capabilities that directly addressed the manual workarounds that had slowed the warehouse for years. Just as important, Acumatica's open API and its ability to connect cleanly to third-party systems promised to solve problems that NetSuite could not.

Those integrations quickly proved their worth. Several of NuvoH2O's largest customers required EDI, now delivered through SPS Commerce. The team also connected Acumatica to BigCommerce, creating seamless links between the BigCommerce storefront and Acumatica financials, inventory, operations, and reporting. The connection lets NuvoH2O manage customer interactions, spot trends, identify inefficiencies, streamline the buying process, and make better-informed decisions. Most importantly, BigCommerce helps NuvoH2O manage and unify its many shopping channels, giving customers a more consistent experience.

The platform also allowed NuvoH2O to fully automate its subscription business. Customers can now manage their own accounts directly, and autoship renewals run without manual intervention: a meaningful win for a recurring revenue stream built on cartridge replacements.

Perhaps most striking was the speed of the rollout. Collins Computing helped NuvoH2O deploy Acumatica in just six months, a dramatic departure from the multi-year projects common with legacy ERP solutions. "Most of the projects I've worked on in my previous lives were multi-year multimillion-dollar projects that by the time you got it implemented, you felt like it was time to upgrade," says Davis. "So, this was an extremely refreshing product for me."

"In order to bring Acumatica on board, NuvoH2O needed to connect to EDI. They needed to connect to ecommerce. They needed to connect to shipping solutions. They also had a lot of custom functionality that needed to be accommodated." By meeting each of those needs on a single, connected platform, NuvoH2O gained the foundation it needed to operate efficiently and scale with confidence.

## **Outcome**

With Acumatica as its operational backbone, NuvoH2O transformed how it runs the business and built a foundation for growth. The company eliminated its dependence on a large IT staff, gained reliable real-time data, and unlocked dramatic gains across inventory, fulfillment, and finance.

The cost savings were immediate. "After implementing Acumatica, we ended up saving 69% in software costs in the first year alone," says Brett Davis, Chief Financial Officer. "We've almost doubled our business and transactions while keeping the same headcount. Much of that efficiency came from a platform the team could actually run on its own. "Our IT costs as a percentage of net sales dropped from 6.2% to 3.1%, which is dollars in the bank," Davis adds.

Inventory saw the biggest turnaround. Acumatica automated once-manual processes like serial number creation and landed cost calculations, then added barcoding and lot control to sharpen accuracy. Counts that used to be a tedious, error-prone chore now finish in a single day.

For the warehouse team, the change was night and day. "The ability to scan barcodes made it a thousand times quicker for us," says Jacob Loya, Senior Operations Manager. "We can scan in which lot and what item we are actually pulling, so we have good visibility of what we have on hand and what we may need in the future. With NetSuite, it was really just a guessing game." That visibility paid off fast. "Our productivity and throughput increased probably tenfold," Loya adds.

Connecting Acumatica to BigCommerce and flexible shipping options gave customers more fulfillment choices and gave NuvoH2O room to scale. The company saved 6% to 8% on shipping costs, and the impact on daily output was striking. "I think we've more than quadrupled the amount of total revenue we're able to ship in a single day," says Bryson Ringwood, Chief Operating Officer.

Finance gained the same clarity. Reliable, real-time data replaced the conflicting reports and manual reconciliations that once slowed the team down. "Instead of spending our time trying to come up with the data, we can now pull it instantaneously out of Acumatica, and focus on making strategic decisions," says Davis. As a result, month-end close was cut in half, from 10 to 15 days down to just five to seven, even with a small staff.

Today, BigCommerce and Acumatica sit at the center of the business. "We do about 65% of our business online," says Davis, noting that the subscription service connected through BigCommerce lets customers manage their own subscriptions with ease. "BigCommerce and Acumatica are at the center of our business, and the integration between the two has been instrumental in streamlining our operations and supporting our growth."

## Conclusion

NuvoH2O has built a scalable, data-driven foundation ready for whatever comes next. With Acumatica, the company now runs ecommerce, credit card processing, order entry, inventory management, purchasing, case management, and financial reporting on one unified platform. Bringing every workstream into a single system gives NuvoH2O the real-time, accurate data it needs to grow its B2B and B2C channels, manage complex subscription models, and respond quickly as the market shifts.

That foundation is already opening new doors. NuvoH2O is expanding its channels and launching new affiliate programs, confident the platform will scale right alongside the business. "We feel we're set with the proper accounting system to handle the increase in growth and to support new markets," says Brett Davis, Chief Financial Officer. "Acumatica has been a game changer for us."

**“After implementing Acumatica, we ended up saving 69% in software costs in the first year alone. Our IT costs as a percentage of net sales dropped from 6.2% to 3.1%, which is dollars in the bank.”**

**— Brett Davis, Chief Financial Officer,  
NuvoH2O**