

# Customer Success Story: Joshen Paper & Packaging

## VAI enables sustained growth for supply chain company



### Customer Profile

In 1988, Joshen Paper and Packaging opened its doors to service a single customer: a local supermarket chain in Cleveland, Ohio, with packaging supplies. Since then, Joshen Paper & Packaging has been delivering thousands of products to thousands of businesses and has opened distribution centers across the United States.

Their business has now grown to deliver solutions to supermarkets, restaurants, retail operations, manufacturing facilities, distributors and wholesalers, contract packagers, educational facilities, municipal facilities, health care facilities and contract cleaning services.

Their business and reputation success has grown alongside their customers as they continually strive to forge long-lasting relationships. They have provided their wide range of clients from independent operators to Fortune 500 companies the most cost-effective and innovative solutions to go hand-in-hand with their day-to-day business practices.

## Situation

### Summary

Being able to scale successfully is one of the keys to success for growing businesses. Today's rapidly evolving supply chain requires companies to remain nimble even as they expand; luckily, robust tech solutions exist to help brands maintain a competitive edge and boast a positive ROI as they increase market share.

For Joshen Paper & Packaging, implementing a best-of-breed ERP system in the late 1990s not only pulled the company into the digital and automation era, it helped its customers streamline operations to make smarter, data-driven decisions. As the company continued to steadily grow throughout the next two decades, VAI's unlimited user license feature – wherein customers can add as many new users as needed into the system for no additional fees – was essential to fostering that expansion.

## Problem

### Context

In the 1990s, Joshen was a mid-size and rapidly growing supply chain company. Around 1996, they started to grow and just a year later, when they first began investigating ERP solutions, they had already significantly increased their customer base. That impressive expansion was happening despite their reliance on outdated legacy systems that didn't enable effective collaboration, communication, visibility and process organization. To fully prosper in today's tech-driven enterprise, they needed a solution that would not just keep up with their growing company – they needed one that would fuel their momentum.

### Objectives

For Joshen, the primary incentive for implementing an ERP solution was to equip its sales force and customers with powerful technology that could streamline their operations. Moreover, the company was also engaging in what would be the first of many major acquisitions, so they needed a solution that would help sustain that growth trajectory.

### Finding the Right Partner

Once Joshen discovered VAI's unlimited user license option, which lets customers add as many new users as needed for no additional cost, the decision to select VAI's S2K suite was straightforward.

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## Results and Benefits

Nearly 20 years ago, VAI's ERP solutions helped Joshen shed outdated legacy systems that were hampering operations and stunting company growth. Through its day-to-day use of a robust suite of business software, Joshen was able to leverage VAI's unlimited user license option eight additional times, expanding their business exponentially while keeping their IT overhead down. By using software like Suggested PO, Joshen has been able to reduce total inventory by more than 20 percent, which has deeply impacted their bottom line.

As important as VAI's solutions have been to Joshen, they've been equally helpful to Joshen's customers, many of whom also run on the S2K portal. Those customers are able to login and see not just simple information like their purchasing history and product tracking – they can also analyze detailed information about their business, which enables them to make smarter and more strategic business decisions. At Joshen, they recognize that every customer is an individual with specific needs, and they pride themselves on exceeding each and every one of those needs. With VAI's S2K Solution Suite, Joshen Paper & Packaging can continue to service customers to that high quality standard while sustainably scaling its business.

"We're always on the lookout for software and technology that will help us scale up efficiently – without a lot of overhead," said Doug Trisnar, CIO at Joshen Paper & Packaging. "VAI's relentless focus on customer service and their powerful suite of solutions demonstrated to our IT team that they would be the best provider for our needs."

## Solution

### Process

When Joshen made the decision to implement VAI's S2K suite, the company was at a unique point in its evolution, having just made a major acquisition. Before Joshen's core business went live on the new ERP system, VAI worked with the newly acquired company to ensure that implementation went smoothly. By the time VAI brought Joshen online shortly thereafter, both companies were now using the same ERP system, which greatly streamlined the acquisition process. VAI's unlimited user license option, therefore, provided immense value to the company from Day 1.

Throughout the next 20 years, Joshen completed an additional eight acquisitions as the company has expanded to serve customers in 11 states. "The unlimited user licenses VAI offers were critical for our ability to expand," said Trisnar. "With other competing ERP solutions, the cost of adding new licenses for every single new user could have made some acquisition costs prohibitive; with VAI's offerings – coupled with their tremendous customer service to help us onboard new employees – that was never an issue."

### Using the Solution to Solve the Problem

In addition to the success achieved with the unlimited user license program, Joshen's work with VAI on developing and improving mobile technology exemplifies the nature of the customer partnership.

Five years ago, Joshen's sales force of more than 50 was still using Texlon handheld devices to place orders for their customers when in the field. Employees had to plug the clunky devices into a phone line every time they wanted to relay back order information; the process was inefficient and did not support an agile, mobile salesforce.

VAI collaborated with Joshen to create a solution that leveraged modern mobile technologies; the mobile sales application that resulted from synergistic project served as the basis for what is now VAI's popular S2K Mobile solution. The new technology, coupled with modules like Suggested Purchasing and Electronic Data Interchange, have streamlined Joshen's sales teams and armed them with the information they need to best serve their growing customer base.

## For More Information About VAI Products and Services

Contact Maggie Kelleher at 1.800.824.7776, email [sales@vai.net](mailto:sales@vai.net), or visit us on the web at [www.vai.net](http://www.vai.net).



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