

## Success Story

# Simpli Home Scales to Meet Skyrocketing Demand with Sage 300

International home furnishings e-tailer harnesses growth—up to 100% over forecast

Founded in 2000 out of Vaughan, Ontario, Simpli Home began as a wholesale home furnishings importer supplying retailers like Home Depot, Walmart, Fred Meyer, and more. Today, it's a thriving e-commerce brand, selling directly to consumers worldwide. The company relies on Sage 300 to manage ongoing, explosive growth.



### Key outcomes

- Able to scale global operations to meet unprecedented demand—up to 100% over forecast
- Seamless integration with EDI facilitates thousands of daily transactions
- Multi-currency functionality streamlines international sales, purchasing, and payroll
- Inventory control enables multi-warehouse costing with landed cost modules
- Real-time analysis of data, automatic spreadsheet updates cut thousands of work hours

**Company**  
Simpli Home Ltd.

**Location**  
Ontario, Canada

**Industry**  
E-commerce, Imports

**Sage Products**  
Sage 300, Sage Enterprise  
Intelligence, Sage Microsoft®  
Excel® Add-in

**Partner**  
Impac Solutions

**SIMPLI**  
**HOME**  
LIFE BY DESIGN

### About Simpli Home Ltd.

Founded in 2000 out of Vaughan, Ontario, Simpli Home began as a wholesale home furnishings importer supplying retailers.

Sage



### **The challenge of scaling**

In 2012, home furnishings importer Simpli Home looked to online sales as a way to grow their business. Co-president Yoram Weinreich reveals, “We realized the opportunity that existed in e-commerce. We took one area where we were very strong, increased our design capability, and saw great success through that channel.”

As they grew, the company’s accounting solution began to buckle. “We don’t sell truck loads anymore. We sell one by one, so we’re getting (thousands) of orders in a day. It was problematic,” says Yoram. Then, when COVID-19 swept across the globe, the company scaled again—but not in the way they would have imagined.

Yoram explains: “In February, looking forward to what was happening, we anticipated people would anchor down, save money, and be fearful. In fact, the opposite has happened. People sitting around in their homes have said, ‘Well, I better make it comfortable because I’m not going anywhere soon.’

“As a result, our home office furniture sales have been very, very strong. Everything at this point is strong. When you’re selling 100% more than you forecast, you have a problem.”

### **Multi-currency platform with EDI integration, flexible costing**

Simpli Home needed a robust, multi-currency platform that would help the company keep up with its own growth. They chose Sage for its ability to streamline high-volume, multi-currency transactions.

The company worked with a Sage partner to ensure successful integration with their electronic data interface (EDI) platform. Yoram explains, “EDI allows different systems to communicate with one another. The integration of our EDI into our accounting platform has to be seamless. Otherwise we just can’t operate, because we have so many orders on a daily basis.

“Sage integrates well with our EDI platform. It’s fairly smooth and seamless.”

The increase in volume also required more control over inventory and costing. Global sourcing complicates landed cost and profitability analysis. Yoram shares, “Sage had capability for multi-warehouse costing with landed cost modules.”



Sage helps Simpli Home manage monthly reporting with ease.

As an international business, he adds, “It’s critical for our company to have a multi-currency functionality. We have offices in India, Vietnam, Macau, China, Canada, and the US, and we transact in each currency,” says Yoram. “So, the Sage 300 multi-currency functionality is key.”

Sage also simplifies currency reevaluation. “With Sage 300, it’s very easy,” says Venu Gopal, director of finance. “You just plug in the monthly exchange rate and reevaluate the impact in a matter of seconds.”

#### **Microsoft® Excel® Add-In and data security**

As Simpli Home continued to grow, monthly reporting became increasingly more complex. Now, Sage helps the company manage the task with ease—and save time and money in the process.

“Before, compiling the data was a challenge,” says Venu. “With the (Microsoft® Excel® Add-In) feature, it’s easy. Every month we do a seamless integration with our bank and sales data, and reconciliation happens in a fraction of the time.”

Sage also provides Simpli Home with more robust data security. Yoram explains, “We needed something that allowed us to exert control, so there couldn’t be any backdated entries that would allow for theft. (Our previous solution) was pretty wide open, with no tracing and tracking. Sage is more of a traditional accounting package that closes that down.”

#### **Meeting the demands of international e-commerce**

Sage 300 and Sage Enterprise Intelligence helped Simpli Home manage continuous business growth—up to 100% over forecast in 2020.

Seamless integration with the company’s electronic data interface (EDI) platform enables thousands of online transactions each day.

Multi-currency functionality streamlines international sales, purchasing, and payroll, allowing the company to continue its international expansion.

Inventory control module simplifies inventory management with multi-warehouse costing and landed cost modules.

Microsoft® Excel® Add-in saves thousands of work hours by enabling real-time data analysis and automatic spreadsheet updates.



“We are satisfied with Sage 300 and continue to integrate it into our system as much as possible.”

**Yoram Weinreich**  
Co-president, Simpli Home

**Scaling into the future**

Going forward, Simpli Home’s leadership team plans to dig deeper into Sage Enterprise Intelligence’s functionality for even greater gains in efficiency and optimization.

“We launch 600 new products per year, if not more. It’s critical for us to understand product and account performance, and to be able to take a variety of inputs to find the intersections between the data—so we can take action that is relevant.”



Sage



© 2022 The Sage Group plc or its licensors. Sage, Sage logos, Sage product and service names mentioned herein are the trademarks of The Sage Group plc or its licensors. All other trademarks are the property of their respective owners.