

DISTRIBUTION

One

# CASE STUDY CATHY'S CONCEPTS

**C** | Cathy's Concepts

**LOCATION**  
Indianapolis, IN

**INDUSTRY**  
Bridal Accessories  
& Wholesale Giftware

**WEBSITE**  
[www.cathysconcepts.com](http://www.cathysconcepts.com)

For personalized gifts, wedding accessories, and novelty apparel, Cathy's Concepts is a major wholesale manufacturer and distributor. Growing from a small jewelry company serving bridal retailers, their business today is a complex operation catering to end-users, retailers, and gift stores throughout the country with a state-of-the-art distribution center at the heart of it all.

Cathy's Concepts reduced the costs previously associated with the paper-based production process by about 70%.

To serve varied customer groups effectively, Cathy's Concepts chose Distribution One's software system. The transition included the customization of screens, a clean data migration, and a return to normal business operations within 24 hours. The move from a paper-based order management system meant faster order processing, fewer errors, significant cost savings, and a new insight into overall performance.

Cathy's Concepts has achieved a dramatic improvement in their operations since moving to Distribution One. The ability to manage orders online has created greater efficiency in their business and has delivered more flexibility in modifying and tracking orders. Changes to an order instantly cascade all the way through the terminals and the processing stations cutting production time by at least 15%.

Issue tracking has also improved exponentially. Having previously relied on a paper audit trail to resolve issues involved searching through stacks of folders and hundreds of pages of documents to find the correct order information. Eliminating their dependence on printed paper, Distribution One's ERP software has simplified inventory management and increased order accuracy.

"It only took two months to redesign and rethink our entire distribution business. It was a very smooth transition; our business kept moving without a hitch."

— IT Administrator  
Cathy's Concepts

**CRUCIAL FEATURES:**  
INVENTORY MANAGEMENT  
SHIPPING SOLUTIONS  
REPORTING  
SALES ANALYSIS  
SALES FORECASTING  
E-COMMERCE



**DISTRIBUTION ONE**  
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