

Canadian Gem Discovers a 'Jewel' in PYA and Navision

History

Canadian Gem has its roots in a humble family owned retail business founded in 1973. Over the years and largely through the efforts of its founders Pierre Akkelian and Papken Akkelian, Canadian Gem grew to become 'Canada's Most Trusted Pearl Specialist'.

In 1976 the retail business branched out into jewellery wholesale and manufacturing. In 1978 a separate entity from the original retail operation was incorporated under Canadian Gem P.A. Inc., which is a wholesaler and manufacturer of jewellery and pearl products. In 1989 the further growth of the company and its product lines gave rise to a division called GemPerle Inc. which is a jewellery distributor and a marketer of it's brand name products. Canadian Gem imports into Canada and distributes over 30% of all pearls sold in Canada. In addition, it offers the most complete range of pearl and pearl related products. In 1990 Canadian Gem successfully introduced the innovative and exclusive 'Tresoro®' wedding band collection, which is exported worldwide. Presently one percent of all Japanese couples are married in a Tresoro® wedding band.

The Challenges

- A growing company
- Chain-store customers with diversified requirements
- Electronic Data Interchange (EDI) for invoicing and Advance Ship Notifications (ASN's)
- Importing, stringing, and manufacturing of pearls
- Working in four currencies
- Running two companies, one with a manual system and the other already computerized

With its growing list of customers, Canadian Gem/GemPerle determined that it needed a software system that could meet its current needs while also having the flexibility to grow with the company. After a thorough



PIERRE AKKELIAN & PAPKEN AKKELIAN

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— Viken Afarian, General Manager



Left to right: Pierre Akkelian - President, Papken Akkelian - Vice-President, Viken Afarian - General Manager

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search Canadian Gem/GemPerle found that only PYA, Navision, and Distribution Intelligence could offer them the advanced technological applications and professional guidance it needed to run its jewellery business.

Success Strategy

- Find a superior, advanced, easy to use and intuitive ERP system
- Find a software system that could act as a platform for future growth
- Implement a system geared to the jewellery industry
- Partner with a software provider that could provide functional and flexible options as well as understand the companies' unique needs

"PYA was very instrumental in building up realistic expectations of Navision, Distribution Intelligence and their features. PYA asked the appropriate questions so they could fully understand our business early on in the sales cycle," says Canadian Gem/GemPerle's General Manager Viken Afarian. "The pre-sales analysis conducted by PYA enabled them to understand our specific needs and requirements."

Navision's most impressive module was the integrated Jewellery Application designed by Computer Associates Inc. Canadian Gem saw the immediate benefits of integrated EDI, loose stone inventory, customer/item pricing by piece or weight, gold control, production, imaging, bar-coding, and foreign currency conversion.

PYA's Distribution Intelligence package demonstrated features that would enable us to easily analyze sales for each company and perform comparisons within and among each company.

Business Benefits

- An ERP software system with specific functionality for the jewellery industry
- An international network of certified Navision Solution Centers that provide integrated solutions to existing and future business challenges
- The ability to easily analyze sales analysis for Gem Perle and Canadian Gem using PYA's Distribution Intelligence for Navision
- Better control of inventory
- Superior control of the sales cycle
- Better management of the companies' processes
- A more efficient system allowing for easy access to information
- EDI for invoicing and ASN's
- A fully computerized and integrated manufacturing and distribution system
- A simple process for software modifications
- The ability to manage and maintain the system without in house I.T. employees

"With Navision and PYA's Distribution Intelligence for Navision, we are able to make the software fit the business and not the other way around," explains Afarian. "It seems PYA and Navision put more thought into their software products than the other vendors I've seen."

According to Afarian, PYA coordinated the entire Navision and Distribution Intelligence implementations including the C.A.I. Jewellery Application integration. "PYA ensured a seamless integration with C.A.I. and was true to their promise."

Next

- The integration of GemPerle's and Canadian Gem's Outlook database contacts with the Navision database

Canadian Gem/GemPerle has found a winning combination in PYA, Navision, and Distribution Intelligence. They trusted PYA to customize the system and create a realistic company flow and design before the implementation. "We are already 95% on target with the predefined layout and design," says Afarian. "PYA and Navision are a powerful team. PYA's professionalism combined with their knowledge of Navision and Distribution Intelligence for Navision enabled us to invest in today's leading edge technology geared towards our future growth."



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