

CUSTOMER SUCCESS

MEET LIGHT & GREEN

Who: Light & Green

What: Manufacturer of lighting products for domestic & commercial use

Where: Los Angeles, CA

Web: www.lightandgreen.com



"Wouldn't you rather have a brighter light bulb with a longer life span and only use a fraction of the energy required by a traditional bulb?" This is the question that every Light & Green employee asks new customers and prospects. Not only do they ask the question, they deliver the solution. LA-based Light & Green designs and manufactures plaster architectural lighting fixtures for residential and commercial use. The company prides itself in its years of experience and expertise developing high performance, eco-friendly, energy efficient LED lighting. That's because all of their products use environmentally-friendly, recycled materials, allowing them to achieve the seamless, paintable modern finish they're known for worldwide.

Light & Green employs a team of over 120 employees dedicated to manufacturing, marketing and sales. Together, the team exports lighting products to more than 80 countries, with a capacity to produce over 20,000 units per day.

The complex manufacturing process begins with casting the plaster and ends with shipping finished hand crafted products to customers. The entire process is done manually and under strict supervision of the Light & Green's quality inspection team. Plaster wall sconces, surface mount fixtures and recessed down lights, make up just a fraction of the company's product line.

CHALLENGE

As a rising industry leader, with thousands of customers worldwide, Light & Green knew they had to "work smart" to remain competitive. "We're continuously developing new products and researching new technologies, so we can give our customers the latest advances in lighting," says Haim Attias, CEO. "But delivering technology is never enough. It has to be supported by a robust and reliable manufacturing process. That's where we want to be and where we need to be," he added.

Since opening its doors nearly 20 years ago, Light & Green have been using what Attias calls, "An imaginative mix of software systems to get the job done." The company's administrative, finance and HR departments were supported by one system, while the company's enormous inventory, by yet another. With such an intricate manufacturing process and having to store and track hundreds of individual line items, oftentimes, production would slow down or even grind to a halt due to a system glitch or malfunction."

In an industry where turnaround time, product quality and delivery schedules can either make or break a customer, or worse, an entire company, Light & Green knew they had to move – and move fast. "We knew we needed to look into ERP," says Attias. "We were hesitant at first and then, we were very, very cautious. We had to ready ourselves for a potentially long and costly process and as colleagues had warned me, it would be pretty stressful, as best."

SOLUTION

In 2015, as Light & Green began to lay the foundation for expansion and change, they knew that growing their business also meant investing in ERP. That same year, after scanning the market for viable options, they chose Priority. "We chose productivity over hanging on to the multiple systems we've had in place since we first opened our doors," said Attias.

Light & Green joined forces with Priority, engaging the services of the company's US implementation team based in Reston, VA. "We effectively went from having no management system, straight to Priority, where we quickly got on board and used Priority for our accounting, sales, inventory and more," added Attias.

For Light & Green, implementation was smooth and easy, as they chose Priority's cloud-based ERP. The cloud was a viable option because of the ability to work anywhere, anytime and on any device. Plus, cloud ERP is a highly scalable solution, making it ideal for growing organizations like Light & Green, as the system grows as your business grows.

"We were keen on cloud ERP from the get-go," said Attias. "Priority promised us a smooth migration and that data transfer would be quick, easy and most of all, secure – and that, it certainly was." Unlike other ERP vendors, Priority offers all of its solutions as on-premise and cloud, both with 100% system functionality. Light & Green enjoyed all the elements of on-premise ERP from day one. This meant deploying primary modules such as finance, manufacturing, logistics, human resources, business intelligence, project management and a built-in Customer Relationship Management (CRM) and having it up and running in no time.

The company's finance department felt the most significant change of all. "We think of it as life 'before' Priority and life 'after' Priority," comments company Head of Operations, Rafi Ventura, "We used to manage our accounting and scheduling, sometimes with Excel sheets. Now that we've got a real umbrella solution and a fully connected ERP system, it's so much better, saving valuable time and costly IT resources that we had with our legacy systems."

"IT'S NOT JUST THE SOFTWARE, IT'S PRIORITY'S LONG TERM COMMITMENT TO ITS CUSTOMERS. WE KNOW THAT THEY'RE WITH US EVERY STEP OF THE WAY AND THAT WE CAN GROW WITH THE SYSTEM. AND THAT'S SIMPLY... GOOD BUSINESS. IT MAKES SENSE."

HAIM ATTIAS, CEO

RESULTS

When asked how Priority best shaped their business, Attias said, "It's all about performance. It starts and ends right there." Since deploying Priority at company headquarters, the results speak for themselves. "We've managed to lower our operating costs by a dramatic 30% across the board and it's all because we no longer need our IT team to maintain the system. We've saved on having to purchase systems, licenses, renewals and updates. We've also reduced our overall expenses, especially since our provider can manage our maintenance for us."

For Light & Green, Priority's cloud ERP translated into immediate profit, in particular, for their sales reps, who now have the ability to generate price quotes and invoices and other sales documents right from Priority and send them directly to their customers. The accelerated turnaround time resulted in an enhanced customer experience, especially with the often endless number of design changes and modifications on nearly every purchase order.

"We are confident that there's more ahead," says Attias. "Priority gives us all the tools we need now and as we talk about our future design and manufacturing needs, we know that Priority will be with us well into the future." We asked Attias if he would recommend Priority to others in his industry. "Wouldn't think twice," is what he replied. "Priority's got my vote, 100%."

