



SO SIMPLE, USERS IGNORE IT

While most businesses probably prefer that the ERP system remain quietly behind the scenes, this is particularly true for PANDORA Jewelry. Though famous for the charms that go into bracelets, the company offers other items as well. Guided by a dedication to making each moment matter with jewelry that is elegant yet affordable, it's almost impossible to fathom finding terms like "general ledger" and "warehouse inventory" in the same sentence as PANDORA. That is, until a conversation with Susan Moore.

Susan moved across the country 18 months ago to join the company's IT team as the business systems administrator. With the parent company in Denmark, a factory in Thailand, and thousands of franchises and customers everywhere in between, PANDORA is a truly global operation. Susan's job is to oversee the third-party systems that feed into Microsoft Dynamics GP, which serves as the core ERP system and integrates financials, warehousing, and inventory in the U.S. and Canada. Her job description may be confined to North America, but when it comes to reporting, the requirements are worldwide.

And Microsoft Dynamics GP, she says, delivers. Susan has been working with Microsoft Dynamics GP since the mid-1990s and is often called on to lead technical sessions at GPUG® Summit.

There are many things she likes about the technology, but the ability to customize financial reporting remains at the top of her list. "Our parent company has rigorous reporting requirements," she says. She found the default to customer class and ID number in the general ledger functionality within Microsoft Dynamics GP to be very limiting. So she hired WilloWare (www.willoware.com), which has already developed many Dexterity-based customizations for PANDORA, to create a business rule that overrides the general ledger default and splits out data from the thousands of invoices posted each day for

much more granular reports. "I set up the new customizations and the Users ignored it," Susan says with a laugh. "It's that simple."

Running a close second on her favorites list are the eConnect interfaces, which allow external applications – including web services, point-of-sale systems, and legacy applications – to integrate with Microsoft Dynamics GP. PANDORA uses it to connect via the company's cloud application, which Susan says is quite popular. "Our direct customers are franchises, and 75 percent of the orders come in through the cloud app, which we've integrated via eConnect," she says. "It's seamless, and it's robust enough to easily handle thousands of orders per day from our franchises." The cloud app performs so well, Susan says, that PANDORA's global markets are standardizing on it.

PANDORA's performance as a company is stellar as well. "The volume here is astonishing," Susan says. "We're on track to ship almost 30 million units this year." And Microsoft Dynamics GP is on track to help. "The system and seamless integration have allowed us to grow," she says. "Instead of having 25 people banging in orders and occasionally answering phone calls, we have an entire customer service department that really services the customers."

In addition to her duties at PANDORA, Susan is the leader of GPUG's Baltimore Chapter. Susan has a goal to have future meetings hosted onsite by Member organizations so that attendees can really get a feel for what's being done with Microsoft Dynamics GP in Member organizations. Her other goal is to maintain the level of informative and interactive content that has been featured in their Chapter meetings.

If you'd like to participate in the GPUG Baltimore Chapter, contact Susan at Smoore@pandora.net.

GPUG

COMPANY

PANDORA Jewelry LLC

HEADQUARTERS

Parent company located in
Copenhagen, Denmark;
North American
Distribution Center in
Columbia, Maryland

INTERVIEWEE

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ESTABLISHED

1982

NUMBER OF EMPLOYEES

375 in the U.S.;
more than 5,000 globally

MICROSOFT DYNAMICS GP USER SINCE

Approximately eight years

NUMBER OF USERS

71 in the U.S.; 26 in Canada

GPUG®

MEMBER SINCE

2010

PANDORA®