

## CLIENT SUCCESS STORY:

**Prides Corner Farms, Inc.**

Driving Growth by Fully Leveraging Microsoft NAV.



Prides Corner Farms is a wholesale and retail nursery headquartered in Lebanon, CT. The company is a third-generation family-owned business serving the industry for nearly five decades. Known for having a diverse selection of plants, they offer branded programs that help their customers sell and market successfully.

In 2015, the nursery developed a strategy to run leaner and more efficiently by improving its processes and technology. However, once they had the foundation in place, they needed support from a partner that understood their industry, responded quickly in a seasonal environment and helped them drive innovation with often-complex customizations.

**CLIENT:**

Prides Corner Farms

**PRODUCTS AND SERVICES:**

Support for NAV 2017

**INDUSTRY:**

Wholesale Nursery &amp; Greenhouse

**ORGANIZATION SIZE:**

Over 600 employees

**COUNTRY:**

United States



## *Prides Corner Farms Took a Giant Leap Forward*

In 2015, Prides Corner Farms launched a strategy to run lean and mean. They revolutionized how they harvest crops, get them to the loading dock and out the door.

*“It was revolutionary,”* said Christian Joseph, IT Manager of Prides Corner Farms. *“It took a lot of effort, with everybody on deck. We had consultants that got us to third base, as we call it. Between third and home was a long, long way. But we’ve got it now. We fine-tuned it. It’s amazing what it does, and it’s a testament to everyone’s hard work and effort in making it a reality.”*

As part of this strategy, in 2018 the nursery implemented Microsoft NAV 2017 and TruckStops, a logistics and route optimization package. This combination of technologies had a significant impact on their operations. For example, they improved logistics and can now ship products more efficiently. And they relieved salespeople of logistics-related tasks that often consumed half of their time.

Upgrading to NAV also helped them with their goal of embracing “live” inventory. With NAV 2017, they have processes and protocols in place for making corrections as needed throughout the day or week, so salespeople know what’s actually in the field. In addition, their team uses the NAV mobile application on their smartphones to take counts and update inventory availability and plant heights.





## Support Challenges Led Prides Corner Farms to Enavate

Prides Corner Farms was experiencing support-related challenges with its previous partner, including delays in development and poor communication. They chose them because they seemed to have a small-business family feel that aligned with their company, but unfortunately the partner failed to meet industry expectations or satisfy their business needs.

Even though their business is primarily seasonal, it was critical to find a partner that could support them no matter the time of year. They invited Enavate to visit the nursery on-site to gain a better sense of Prides Corner Farms' challenges, goals, operations and unique value. One of Enavate's team members came with clear experience in the nursery industry, including both the wholesale and retail sides. He used specific terminology and shared industry-relevant experiences during Enavate's visit. This interaction helped Prides Corner Farms feel confident in choosing Enavate as their partner.

*"He was asking questions only a person in the nursery industry would ask," Joseph said. "It furthered our relationship and cemented our connection, showing they understood our business model, our needs, and the seasonality of our business. It was a great fit."*







*“We are a progressive company. We don’t stop developing; we don’t stop innovating. Enavate does a fantastic job of meeting our business needs at any level. Though they didn’t do the implementation, they’ve been able to jump in and pick up where things left off. We feel very comfortable throwing anything at them.”*



**Christian Joseph**

IT Manager of Prides Corner Farms



## What Is It Like to Work with Enavate?

### Immediate Response During Peak Season

The nursery needed a partner that could be responsive during seasonal peaks and on deck in the off-season to help with business development initiatives. During seasonal peaks, or “shipping season,” the company is in break-fix mode.

*“It’s a big engine,” Joseph said. “We must have all the gears turning to make things happen, and we can’t have downtime. Enavate is aware of this. They recognize that we need to jump on something right away if something goes wrong. It’s been a very stable application, but if there’s a big “gotcha,” we call Enavate, and they’re right on it.”*

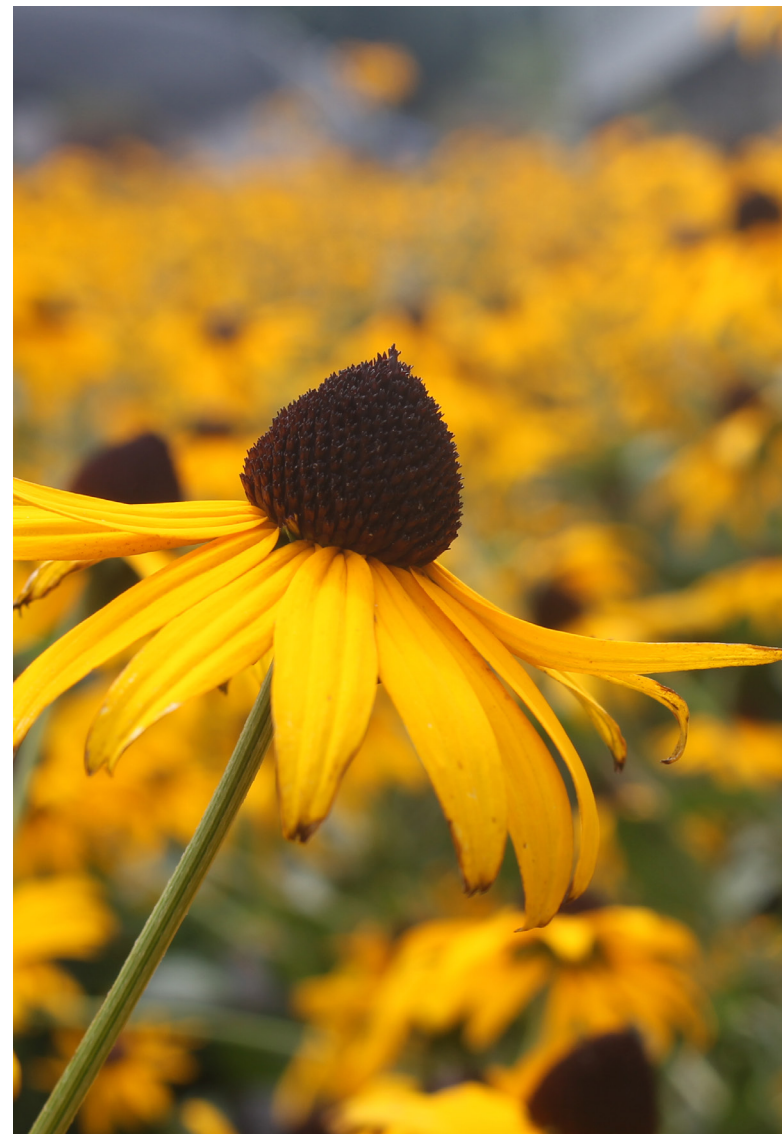
Once the nursery is past the peak season, they create a priority list for new initiatives and criticalities for their business model to collaborate on with Enavate.

### A Trusted Advisor for Today and What’s Next

Enavate has weekly status meetings with Prides Corner Farms to tackle various projects and discuss what’s been completed, how it’s going, what they currently need, what’s coming up and more (including light-hearted discussions about tomato pruning techniques).

*“We have serious roles here, but at the same time, we enjoy levity,” Joseph said. “We grow plants. It’s a lot of fun to look out the door and see these amazing things go out the door and into our truck. It puts things in perspective.”*

The weekly meetings are critical for Prides Corner Farms to stay on track, and they consider having a dedicated project manager on Enavate’s side very important in helping them reach their goals.







## How Enavate Delivered Business Value

With this partnership, the nursery can better realize its NAV system's full potential. The relationship also provides the on-going support they need to tackle new projects on their to-do list.

### Innovating through Customizations

Prides Corner Farms requires some very complex customizations to run its operations efficiently. They appreciate that Enavate barely bats an eye at these challenges.

For example, the nursery has a custom racking algorithm critical to its business model. Without it, they wouldn't be nearly as efficient in getting their products out the door. But the algorithm is complex. Still, Enavate is right there with them as they continually evolve the algorithm.

*"They're not afraid to look at it, to understand it and what we want to consider changing to optimize how we process shipments in the loading dock," Joseph said.*

Another customization is retail tagging, a vital component of the nursery's customer satisfaction. Prides Corner Farms offers retail tagging for the retail garden center customers with their unique pricing. Enavate has worked with them on additions and changes to accomplish this complex customization.

### Efficiency through Workflow Improvements

Working with Enavate, the nursery has made workflow improvements that resulted in time and cost savings. For example, the customized view of its inventory fell out of sync with allocations to the sales orders. Enavate was able to identify the underlying issue and corrected it quickly. This correction allowed the sales teams to confidently sell and ship what is truly available. This was a huge workflow improvement for Prides Corner Farms, which ships over 70 tractor trailer trucks a day during the peak shipping season.

### Improving and Integrating eCommerce

Formerly, Prides Corner Farms couldn't use the eCommerce portal to its full capacity. This meant spending more time sending and managing emails and working in Excel. However, over the past several years, their eCommerce platform has become a more significant business opportunity. But it's also become more complicated as they've taken on new partners with new needs.

*"We have to integrate those new demands not only with the ERP but with our business workflow," Joseph said. "It's a combination of understanding what the customer wants and needs and having our solution provider, Enavate, weave that into our business model. It's been working very well. They've been very responsive to ensure we're on top of our needs there."*

### Implementing Automation Enhancements

Since partnering with Enavate, Prides Corner Farms has implemented automation that helps them save substantial time and resources. They are currently buttoning up a tax solution implementation (Avalara) which needs to be integrated with NAV. The team says that Enavate has been instrumental in streamlining this critical process, as they ship products to different states with different tax considerations.



## A Fruitful Partnership that Keeps Growing

*We've got a wonderful support team at Enavate. It's been an ideal fit. We have a lot of customizations in our business model, and Enavate's done a great job of understanding our business needs, taking the bull by the horns and making it come to fruition. It's been seamless. I pick up the phone; whether it's a "gotcha" that stops a process that we have to jump on, or we've got to get something new in place right in the middle of the stream of our business operations ... Enavate's been a great partner for us."*



**Christian Joseph**

IT Manager of Prides Corner Farms

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