

# Smarter Planning, Stronger Continuity: Jofran's Evolution

**Industry:** Home & Furnishings

**Founded:** 1975

**ERP:** Dynamics GP → Sage X3



## About Jofran

Since 1975, Jofran has helped people turn houses into homes—one impeccable piece of furniture at a time. Jofran designs and imports its furniture primarily from Asia, operating out of New England.

## Jofran and StockIQ

In 2018, Jofran implemented StockIQ to streamline purchasing operations, and centralize planning knowledge into a scalable system.

- 90% reduction in planning time
- 70% reduction in stockouts
- Customized integration with SharePoint PO portal

“Now it takes me probably a tenth as long as it used to for our ordering. The platform enhanced our ability to see specific customer demand patterns, item seasonality, and manage our future forecasts in a way I never thought possible.”

— Deniece Fredericks, Supply Chain Manager



## From Spreadsheets to a Scalable System

By 2017, Jofran's manual purchasing and planning processes had become increasingly fragile. "It was clear that we needed to move to a software system for our purchasing." In 2018, Jofran implemented StockIQ and never looked back. The change enabled them to eliminate multiple reports (including one that spanned hundreds of pages) and retire their patchwork processes. A key piece? Integration with Jofran's custom SharePoint-based PO management system.

## Real-Time Visibility, 90% Time Savings

For Deniece Fredericks, Jofran's Supply Chain Manager, the transition didn't happen overnight—but it paid off quickly. "When we started with StockIQ, there was a period of adjustment. They worked with us to help manage the change over time and added to the software when we identified gaps—until we had everything we needed."

One standout feature: StockIQ's ability to estimate fulfillment timelines and provide available-to-promise dates to the Jofran sales team. "We joked that if they could do this for us that we'd build a shrine for them... and they actually did it!"

## Reducing Risk Through Systematization

Kristen Connell, Jofran's President and CFO, emphasizes the deeper value of what StockIQ offers: a dependable framework that protects the business from knowledge loss or disruption. "The thing nobody talks about is the reduction in risk when you truly adopt a system. Business continuity is guaranteed when your critical processes are encapsulated in a system—not a collection of spreadsheets."

## A Platform That Grows With You

In 2024, Jofran began transitioning from Microsoft Dynamics GP to Sage X3. StockIQ is coming along for the ride. "We might change our ERP," Kristen says, "but we will bring StockIQ along every time we do."

"As a CFO I'm always thinking about ROI. StockIQ's ROI was at least 10x in the first year on inventory savings—but even better is the immeasurable ROI for business resiliency and time saved."

— Kristen Connell, President & CFO