Taurus Software
Making Data Liquid

Success Story: Rejuvenatation

Company Background
Rejuvenation started in 1977 when Jim Kelly, occupying a rickety storefront in Portland, Oregon, turned his challenging home-renovation project into a business, refurbishing period-authentic lighting and hardware from the late 1800s through the 1950s.
From those inauspicious beginnings Rejuvenation has become America's largest maker and direct marketer of authentic reproduction lighting and house parts. A manufacturer, distributor and retailer all rolled into one, Rejuvenation products are sold through catalogues and on the Web, along with stores in Portland, OR and Seattle, WA.

More information about Rejuvenation can be found at www.rejuvenation.com.

The Challenge
Like so many entrepreneurial companies with an excellent product, emerging consumer demand and dedicated employees, Rejuvenation grew rapidly from its humble origins. So much so that it soon found itself running a complex integrated ERP solution with a "mass customization" product configurator "bolted on top" of a "homemade" data warehouse.
The system ran well and provided managers with the essential reporting they needed to keep the operation going. But as business continued booming they realized they would quickly outgrow this system, and therefore, turned to Escalate Retail (formerly Ecometry) in 2006 for a combined inventory tracking and order processing software system.

Rejuvenation discovered that amid the changeover, they lacked much of their earlier reporting capabilities, and the critical insights into their business that went with them. Suddenly, Rejuvenation was in a "black hole" when it came to analysis according to Brian Reynolds, the company's CFO.

The Solution
Giving Rejuvenation the ability to unambiguously ID all the data elements of their enterprise, and access them quickly for analysis and reporting, Ecomedate from Taurus Software became the solution of choice.

"Taurus has gone through the work of mapping those fields and structuring those tables," Reynolds notes. "And Analysis Suite had the tools available so that we could get the data across and [take advantage] of the pre-existing queries."

All that remained for Rejuvenation was to give (or more accurately "give back") to its users the power to run their departments with the analytical insights they needed to keep the company on its sharp upward track.

The Result
Rejuvenation implemented Taurus' Ecomedate and Analysis Suite with the same dedication and enthusiasm that had long been the cornerstone of its success.

Furthermore, because this was a key strategic initiative, they also elected to take advantage of Taurus Software's Jump Start program to accelerate the process, putting trained Taurus specialists on site in order to provide a seamless implementation for Rejuvenation.
Thanks to the ease and flexibility of Analysis Suite, once Ecomedate was up and running Rejuvenation placed the accountability for financial analysis in the hands of individual departments.

They also began using Ecomedate to match records and reconcile accounts which, according to Brian Reynolds, has saved the company 8-10 hours a week over prior, more laborious methods. He also estimates they save some 4-5 hours a week in report generation.

But most important, Rejuvenation now has the visibility to "see inside" its rich trove of enterprise data— and the power to see the success that certainly lies ahead.

Taurus solutions contributing to this success:

Superior Data Access
Ecomedate helped Rejuvenation quickly decode its Escalate Retail database, placing tables into a clean, accessible, normalized structure that was easy to locate, simple to understand, and primed for analysis and reporting.

Faster, More Accurate Business Intelligence
Ecomedate let Rejuvenation "get the data" from all its enterprise applications in real time—for an up-to-the-moment view of the entire business. That has translated into better, faster business decisions.

Convenient Mapping Tools
With its powerful GUI and drag-and-drop functionality, Taurus' Studio Workbench helped Rejuvenation map its Escalate data into the Ecomedate foundation in a fraction of the time it would have taken using conventional steps

Jump Start
By putting highly trained, highly motivated Taurus personnel on site during the implementation process, Rejuvenation enjoyed far less disruption to their core business activities, suffered less down time and put the power of Analysis Suite into the hands of its "champions" much faster.