

# Case Study



BuildASign Improves  
Inventory Management,  
Forecasting, and  
Reporting with StockIQ



## About BuildASign

BuildASign is an award-winning online provider of custom-printed signage, apparel, and home decor items. Their mission is to make it easier for businesses and individuals to share their messages and tell their stories.

Based in Austin, TX, the company has grown to over 450 employees since 2005, and specializes in banners, stretched canvas, decals, custom flags, tee shirts, and more.



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“I’ve done integrations with seven or eight softwares in my career, and I have never had as positive a customer service experience as I’ve had with StockIQ.”

Nick Conaty,  
Supply Chain Manager, BuildASign



## BuildASign Challenges

- Inability to accurately forecast inventory down to the SKU
- Bloated inventory totaling \$4 million
- Lack of reporting and analysis capabilities

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## The StockIQ Advantage

- Software that streamlines forecasting, financial decision-making, and reporting
- Deep knowledge of NetSuite
- Superior customer service

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## Solution

StockIQ’s comprehensive forecasting and replenishment planning software that enables users to improve service levels while reducing inventory costs.

# The Challenge

BuildASign did not have the ability to forecast inventory at the component level of a stock keeping unit (SKU)—inhibiting them from fully fleshing out bills of materials (BOMs). While they could forecast finished goods such as canvases, they did not have tools to get more granular with their inventory analysis and make the smartest-possible decisions about component purchasing.

They also were not maximizing their use of NetSuite, their enterprise resource planning (ERP) solution. Their NetSuite had been set up in such a way that made it difficult to track components on a BOM. The company did not have solid sales information for the components of their materials, yet they needed to create forecasts nonetheless.

The company knew it would not be able to adequately scale or continue to handle seasonal peaks in a cost-effective way without a software that gave them a greater level of forecasting power. Nick Conaty, Supply Chain Manager for BuildASign conducted significant desk research to find the right technology partner. Out of eight solution providers, he narrowed the list to five and conducted more in-depth investigations. Finally, with just two on the table, he chose StockIQ for their deep experience and knowledge with NetSuite and inventory management.

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# The Solution

Integrating with BuildASign's NetSuite, StockIQ delivered several valuable functionalities to the company:

## **Optimized inventory stocking policies**

BuildASign was able to relieve its stock of extremely heavy inventory it had stockpiled during the pandemic when supply chains were so volatile. StockIQ helped them understand their true current demand was and what current lead times were with vendors.

## **Improved SKU-level forecasting**

BuildASign had historically never been able to provide SKU-level forecasts for their suppliers. With StockIQ, they now have the ability to send proactive quarterly forecasts and rely on accurate data and sales numbers.

## **ABC part classification**

The manufacturer had always known it needed ABC classification but had never had the tools to achieve it. "We had back-of-the-napkin ideas of what our most important SKUs were," said Conaty. "But when we plugged StockIQ into NetSuite, it ran that calculation and classified it for us which was extremely helpful and definitely helped us prioritize using the 80/20 rule," he added.

## **Vendor scorecards**

BuildASign uses this StockIQ feature to help with vendor accountability and increasing service and quality.

## **ERP improvement**

StockIQ was able to analyze BuildASign's current usage of NetSuite and highlight areas where they could easily, quickly fix information in the ERP to maximize their usage of it.

## The Results

StockIQ's supply chain planning suite revolutionized BuildASign's ability to forecast inventory. BuildASign's on-hand inventory at the outset of their relationship with StockIQ totaled \$4 million. After eight months of using StockIQ, they reduced that value to \$1.9 million.

### Tangible ROI

Conaty determined that the reduction in inventory produced such a return on investment in StockIQ that BuildASign would ultimately pay less for the software than they did to begin with.

### Better analysis and reporting

The manufacturer sees overall improved financial health as a result of more accurate forecasting and reporting from StockIQ. They can perform analysis on slow-moving inventory to decide what to offload or to remove from their website. They are also now better equipped to make the smartest-possible decisions during seasonal peaks.

*"December is our peak season," said Conaty. "This past year, we were under a crunch to offload as much inventory before the end of the year. With StockIQ, we were able to balance our busiest time of year with the lowest amount of inventory," he added.*

### Do more with less

BuildASign was able to downsize their supply chain team from three to two people—lowering labor costs. The supply chain team is more productive as well because they are less reliant on other departments and data from other areas of the business to make decisions. Forecasting is quick, easy, and an independent process with StockIQ.

### Improved relationships with suppliers

"Our suppliers love that they are getting accurate forecasts from us," said Conaty. The company is able to commit more strongly to numbers and improve relationships with vendors as a result.

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## Inventory Reduction

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"I spend a lot less time in spreadsheets. Being able to do my forecasting work in the StockIQ application is crucial for productivity. Their dashboard is truly useful—not a bunch of colorful dials. It makes it very easy to pull up data, discover issues, and simplify the story."

**Nick Conaty,**  
Supply Chain Manager, BuildASign

For More Information Visit  
[StockIQTech.com](http://StockIQTech.com)

## Case Study StockIQ+BuildASign

StockIQ is a trademarked service offered only by StockIQ Technologies. StockIQ provides Intelligent Supply Chain Planning solutions for distributors, manufacturers.



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