

Client Case Studies

Bathshack



Transforming complex retail and distribution operations to support future growth

Bathshack is a leading bathroom retailer and distributor serving customers across the UK and Ireland. Alongside an extensive ecommerce operation, the business has showrooms in Belfast, Cork, Dublin and Lisburn, supported by a distribution base in County Antrim.

As Bathshack expanded, its existing systems and processes could no longer provide the visibility, control or flexibility the business needed. Disconnected platforms and manual administration were making it increasingly difficult to manage a complex operation spanning ecommerce, showrooms, a trade counter, warehousing and deliveries.

Bathshack needed more than a replacement ERP system. It needed an experienced transformation partner that could understand how the entire business operated and bring its finance, sales, stock, warehouse and customer processes together.

With more than 34 years of experience and a multi-award-winning team, Pinnacle worked with Bathshack to shape and deliver a connected business management solution built around its operational requirements and future ambitions.

The challenge: complexity was limiting visibility and efficiency

Bathshack had outgrown its combination of existing business systems, including 3X and Xero. Information and processes were spread across several tools, while areas of the sales operation continued to rely on Excel, Google Sheets and manual intervention.

This created challenges across the organisation.

Limited business visibility

Bathshack found it difficult to produce meaningful, timely reports covering sales, financial performance and inventory. Without ready access to real-time information, management teams had less visibility to support confident decision-making.

The business also needed to understand the performance of individual showrooms more clearly, including their sales, marketing and inventory activity.

Complex stock and supply-chain requirements

Managing stock allocations, deliveries, kits and product substitutions placed considerable pressure on the existing systems. The technology could not adequately support requirements such as FIFO stock handling, batch allocation or substitutions when individual components of a kitted product were unavailable.

Labour-intensive pricing and order management

Bathshack handled orders through several channels, including its ecommerce platform, showrooms and trade counter. Complex pricing structures, bundles, promotional discounts and trade arrangements required significant manual processing.

Invoices also had to be edited manually, adding administrative work and increasing the possibility of errors.



Disconnected customer management

Without an integrated CRM platform, sales leads, quotations and customer interactions were difficult to manage consistently. Manual spreadsheets limited the team's ability to track opportunities, follow up effectively and gain a complete view of the customer relationship.

Shaping the right transformation

Pinnacle began by considering Bathshack's wider operational requirements rather than approaching the project as a straightforward system replacement.

The solution needed to connect the different parts of the organisation, accommodate the complexities of its retail and distribution model and work alongside important existing platforms.

Pinnacle recommended Acumatica Distribution ERP as the foundation for this transformation. Its flexibility and scalability made it suitable for Bathshack's combination of sales, purchasing, finance, inventory and customer-management requirements.

The technology was then tailored and integrated around the way Bathshack operates. This included connections with its Magento ecommerce platform, Canary 7 warehouse management system and SmartRoutes delivery-management solution.

Creating a connected business operation

Greater financial insight

Pinnacle configured Acumatica to give Bathshack real-time, detailed financial reporting across the business. Individual showrooms can be managed as separate cost centres, providing greater insight into their performance and helping Bathshack make better-informed decisions concerning sales, marketing and inventory.

Smarter order and inventory workflows

Bathshack's requirements went beyond standard order processing. Pinnacle developed tailored workflows to support product kits, stock shortages and substitutions.

Orders can adjust dynamically according to stock availability, helping the business manage complex products more effectively and process customer orders accurately.

The new system also supports Bathshack's varied pricing requirements, including trade pricing, promotional discounts and individual price reductions. Automating these structures reduces manual administration and the associated risk of errors.



Ecommerce and warehouse integration

Magento processes approximately 35–50% of Bathshack's online orders. Integrating the ecommerce platform with Acumatica gives the sales and customer-service teams real-time access to order information across retail and trade activity.

The connection between Acumatica and Canary 7 also creates a more streamlined flow of information into the warehouse. Orders from Magento and Bathshack's showrooms are synchronised automatically, reducing manual handling and helping the warehouse team manage allocation, picking and packing more efficiently.

More efficient delivery management

Bathshack delivers to customers throughout the UK and Ireland, using both its own fleet and third-party carriers.

Integrating Acumatica with SmartRoutes supports the management of Bathshack's delivery fleet across Ireland, while carrier integrations help coordinate UK deliveries. This has created a more connected process from order placement through to dispatch and fulfilment.



A more complete view of customers

Acumatica's integrated CRM capabilities give Bathshack a more structured way to manage leads, quotations and customer interactions.

Teams can track opportunities, follow up on quotes and engage customers more proactively without relying on separate spreadsheets. Bringing this information together supports a more consistent customer experience across the business.

Automated invoicing and returns

Pinnacle also helped Bathshack transform an invoicing process that had previously required extensive manual editing.

Acumatica now manages complex trade-invoicing requirements, including consolidated shipments, pricing adjustments and returns. This reduces administrative effort while creating a more controlled and consistent process.

The business impact

The transformation has connected previously disparate areas of Bathshack's operation and reduced its reliance on manual processing.

Bathshack now benefits from:

- Real-time visibility of sales, stock and financial performance
- Clearer insight into the performance of individual showrooms
- Faster and more accurate order processing
- More effective management of stock, kits and substitutions
- Automated pricing, invoicing and returns processes
- Better coordination between ecommerce, warehouse and delivery operations
- Integrated lead, quotation and customer management
- A scalable cloud platform capable of supporting additional products, locations and sales channels

By giving teams access to connected information and more efficient workflows, the solution allows them to spend less time on administration and more time on activities that support customers and business growth.



A platform for continued transformation

Bathshack's move to Acumatica was not simply a technology upgrade. It was a wider transformation of the processes connecting its finance, sales, inventory, ecommerce, warehouse and delivery operations.

Pinnacle combined its technical expertise with a detailed understanding of Bathshack's business to shape a solution around its particular retail and distribution challenges. The result is a more connected and scalable operation, with the visibility and control Bathshack needs to support its next stage of growth.

As Bathshack continues to expand its product range, showrooms and sales channels, Pinnacle remains the experienced business transformation partner behind the technology - helping ensure its systems continue to evolve alongside the organisation.

Ready to transform your business?

Pinnacle is a multi-award-winning business transformation partner with more than 34 years of experience helping organisations improve performance through better processes, connected technology and trusted advice.

Visit www.pinnacle-online.com to discover how Pinnacle can support your next stage of growth.





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