

# COMPOUND GROWTH

CASE STUDY

**Personal care product manufacturer House of Cheatham makes a critical software change—just in time for unprecedented growth.**

House of Cheatham made a decision. If they were to take their business to the next level they would have to take a long look at their existing financial, distribution and manufacturing systems and make some improvements. They had outgrown the use of a popular entry level system and it was time to make a change.

“We pushed and pulled our system way beyond what it was intended for,” says Frank Auman, Sr. VP. “It was time to find a system that could grow with us as we took our business to the next level. We needed a system that would engage all members of our staff to make sound business decisions.”

House of Cheatham manufactures hair care products such as shampoos and conditioners as well as a number of other personal care products. One part of the business is traditional formula manufacturing and the other part is kit assembly.

Auman says they spent most of the time in the selection process understanding their business and then finding a solution that best fit that model. “We determined that we are a hybrid of batch and assembly. We had to find a solution that could compound our formulas and assemble our various multi-part kits.”

House of Cheatham selected Vicinity to address the manufacturing needs and Microsoft Dynamics™ for financials and distribution.

“We compared discrete systems and process applications. Vicinity offered the best flexibility for us,” says Auman.

“Our solution had to be flexible. We are constantly developing new products and solutions. There is no telling



*“We compared discrete systems and process applications. Vicinity offered the best flexibility for us.”*

—Frank Auman, Sr. VP, Finance and Operations,  
House of Cheatham

what is going to change for us tomorrow. We feel our new system with Vicinity provides that needed flexibility.”

During the implementation of Vicinity and Dynamics House of Cheatham experienced unprecedented growth. That growth has continued—each quarter since the implementation has been a new record.

“It is good that we did not wait any longer than we did. The volume would have been too much to manage on our old system” says Auman.

Because House of Cheatham selected a software application that was written specifically for the chemical

**Growth is no longer a concern at House of Cheatham. By selecting Vicinity they are able to focus on other daily issues.**



manufacturing business, they were able to spend critical time on improving business flows and less time on software customizations.

“I shudder to think what we would have done if we had not made the change when we did. We have learned a great deal about ourselves and we would make the same decision all over again. Our systems are truly part of our success” comments Auman.

Microsoft Dynamics™ along with vSync’s integrated EDI Compliance solution made some of the more complex distribution issues fade away as minor obstacles. This is a true testament to bringing the right solutions to address the toughest issues.

Written on the .Net Framework and using SQL server as the database Vicinity provides an affordable solution to this growing company.

House of Cheatham is now positioned to grow many times over without fears of outpacing its software solutions.

“It is nice to know that we have Microsoft and Vicinity in our corner. When we needed help the most they were there. We are now able to focus our attention on our most important task—serving our customers.”

The premier software developer for the formula manufacturing industry, Vicinity Manufacturing offers the first solution in a decade built specifically for mid-sized process manufacturers. The company maintains an international network of reseller partners, offering clients the business and technical expertise to ensure successful implementations and rapid ROI. Vicinity integrates to Microsoft Dynamics products.

***Our sole focus is on the unique issues of formula manufacturers. Go ahead, put us to the test. We’re ready to mix it up with anyone. Call Vicinity Manufacturing at 770-421-2467 or visit us online at [www.vicinitymanufacturing.com](http://www.vicinitymanufacturing.com)***



©2015 Vicinity Manufacturing. All rights reserved.  
All other trademarks are the properties of their respective holders.



**(770) 421-2467**  
**VicinityManufacturing.com**