



Complete Visibility, Increased Profitability: Richards Paint's ERP Success

Customer Success Story:



OVERVIEW/INTRO

For over 70 years, Richard's Paint has been manufacturing premium paints and coatings for customers across the United States, Canada, the Caribbean, and parts of Europe. Known for its architectural paints, roof finishes, industrial maintenance products, and private-label solutions, the company manages thousands of SKUs and complex BOMs and formulations. Operating in such a diverse and regulated industry demands precision, efficiency, and complete visibility.

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David Ecker
Director of Operations
Richard's Paint

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KEY RESULTS

- **Unified operations into a single source of truth**, eliminating silos and delivering complete visibility across the business.
- **Delivered financial intelligence**, with deep insights into real financial health and business performance, such as P&L by Customer, Net Working Capital, Days Sales Outstanding, Days Payable Outstanding, and other key financial metrics.
- **Equipped leadership to move faster and smarter**, turning data into confident decisions that directly improve performance.
- **Enabled strategic product portfolio management** guiding rationalization based on profitability, efficiency, and growth opportunity.
- **Increased production agility** by optimizing batch sizes to cut costs, reduce waste, and improve efficiency.
- **Boosted workforce effectiveness** by automating manual processes, freeing talent for higher-value initiatives.
- **Reporting improved dramatically** — material usage reports now run in seconds, P&L statements tie directly to customers and product lines, and private-label sales and item properties provide the granular insights needed for faster, smarter decisions.
- **Ensured full traceability and quality assurance**, from raw material sourcing through to customer delivery.
- **Strengthened compliance and risk management** with automated safeguards for global regulations and labeling.
- **Future-proofed operations with scalable ERP infrastructure**, positioning the company to adapt quickly to regulatory changes, market growth, and new reporting needs.

CHALLENGES

In 2015, they adopted BatchMaster Desktop for production and formula management, but other critical functions were spread across different platforms. Purchasing and manufacturing were managed in a single system, accounting was handled in QuickBooks, sales orders were processed in a separate program, and CRM data was stored in a distinct system.

This disconnected approach created inefficiencies and reporting challenges. “We had a black hole of data,” Dhawan recalls the frustration. “The information was there, but it was scattered across so many systems that pulling it together to make decisions was extremely difficult.” Tracking private-label products back to their base formulas was also cumbersome, and compliance with evolving labeling and VOC regulations required more sophisticated tools.

SOLUTION

STRATEGIC DECISION TO MIGRATE TO A SINGLE END-TO-END ERP SYSTEM

Both Dhawan and the Director of Operations, David Ecker, had experience implementing BatchMaster ERP with SAP Business One in their prior roles, so they understood the value of a fully integrated platform. For Richards Paint, the migration wasn’t just about streamlining workflows; it was a strategic move to unlock profitability. By consolidating production, sales, and financial data into a single system, leadership gained the ability to directly tie profit and loss to customers, product lines, and private-label brands. This level of financial clarity and operational visibility enabled smarter product rationalization, faster decision-making, and a stronger focus on driving profitable growth.

“Combining the functionality of BatchMaster with SAP Business One meant we could have one source of truth for everything, from purchasing raw materials to final sales and financial reporting,” Ecker explains.

The company also sought to capitalize on updated features of BatchMaster with SAP Business One, such as advanced labeling and end-to-end traceability, to strengthen compliance, reduce risk, and protect profitability while ensuring seamless operations from raw materials through to customer delivery.

CUSTOMER	Richard's Paint
INDUSTRY	Paints and Coatings
LOCATION	Rockledge, FL
PRODUCT	BatchMaster with SAP Business One

PREPARING FOR TRANSFORMATION

The implementation began with a full-scale cleanup and standardization of Richards Paint's product numbering system to improve reporting consistency. Each department mapped its current workflows and compared them to target workflows, identifying redundancies and opportunities for automation.

Products were classified with detailed properties, such as gloss or flat finish, to allow for more precise reporting and planning. Regulatory safeguards were also implemented, ensuring that non-compliant products could not be sold in regions with restrictions.

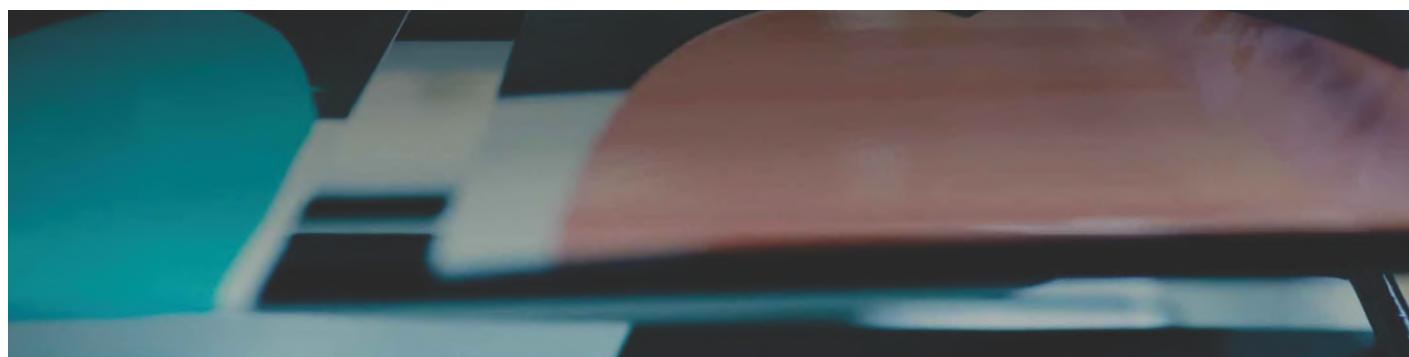
"Our customer service reps are some of the best in the industry," says Dhawan, "but they can't be expected to memorize every regional compliance rule. Now, the system does that for them."

BENEFITS

DEEPER BUSINESS INSIGHT

The migration to BatchMaster ERP on SAP Business One gave Richards Paint something it had never had before: a clear line of sight into the true drivers of profitability. By unifying production, sales, and financial data, the leadership team could, for the first time, tie profit and loss directly to customers, product lines, and private-label brands. This level of financial and operational visibility enabled the company to identify which products to rationalize, determine where to optimize batch sizes, and align resources with the most profitable opportunities.

With comprehensive dashboards and real-time reporting, decisions that once required hours of manual data gathering can now be made instantly, with the confidence that comes from having accurate, consolidated information. The result is a business that no longer operates in the dark but instead leverages granular insights to run more efficiently, compliantly, and profitably.



MAJOR EFFICIENCY GAINS

In December 2023, Richard's Paint went live with its new ERP environment, and the improvements were immediately evident. Overall, key financial and profitability reporting is now faster and more insightful. Data flows seamlessly from purchasing through production, inventory, sales, and accounting, eliminating the need for manual re-entry between systems. This alone freed up staff from repetitive administrative tasks, allowing them to focus on higher-value, strategic work. As David Ecker notes, "That's the kind of efficiency gain you can see right away."

Beyond eliminating duplicate data entry, the new system delivered substantial reductions in critical reporting time. The material usage report, which once took over an hour to run, now generates in just 20 seconds, empowering teams with rapid access to vital information. Furthermore, manual processes were significantly reduced across various functions, including compliance, inventory, and production, enabling the company to run more efficiently and profitably. With more accurate demand and cost data, the team was also able to optimize batch sizes, reducing excess inventory and improving production efficiency. With thousands of SKUs in play, Richard's Paint now utilizes bin mapping to track the location of every product, streamlining picking and replenishment while reducing errors.

STRONGER TRACEABILITY AND COMPLIANCE

The integrated system has significantly strengthened Richard's Paint's ability to track and control its operations. The team can now trace raw materials by vendor lot number all the way to the finished goods that were delivered to specific customers. This end-to-end traceability enables faster and more accurate quality control, enhances recall readiness, and facilitates compliance with evolving regulatory requirements. Automated safeguards ensure that non-compliant products cannot be sold into restricted regions, removing the burden from customer service staff and dramatically reducing risk.

These improvements extend beyond simple compliance. The integrated system, with its consolidated production, sales, and financial data, now provides a new level of functional strength. The leadership team can utilize real-time dashboards and a visual relationship map, an easy-to-understand visualization of connections between various business entities, such as products, customers, and orders, to gain an instant, comprehensive view of the business. This provides a clear, actionable picture that was previously unavailable, allowing for more precise control and proactive management.

CONFIDENT DECISION MAKING

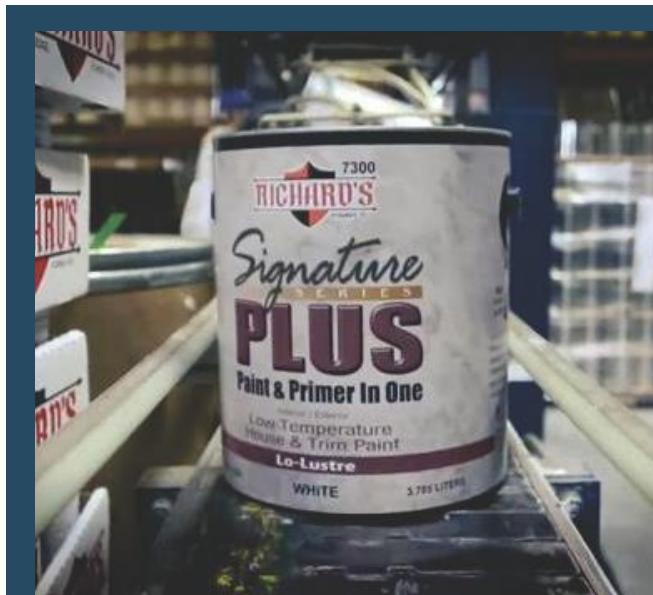
Perhaps the most transformative benefit has been the ability to make informed decisions based on complete and reliable data. “If we need to drill down on something, we can do it,” says Dhawan. “That level of granularity has helped us improve how we manage working capital, streamline purchasing, and rationalize our product lines.”

Ecker adds, “Using item and customer properties for analysis takes the guesswork out of decisions. We can move faster and with more confidence.” Dhawan and Ecker also credit the BatchMaster implementation team with ensuring the smooth integration of production, inventory, sales, and finance processes. Their expertise in data structure, workflow mapping, and regulatory safeguards ensured the ERP was configured to align with Richard’s Paint’s long-term operational goals.

ADVICE FOR OTHERS CONSIDERING MIGRATION

For other BatchMaster Desktop customers considering a migration, Dhawan and Ecker emphasize the importance of preparation. Clean up your data before you start, map out both your current and future processes, think carefully about how products are classified, and be open to rethinking how work gets done.

Both leaders agree that migrating from BatchMaster Desktop to BatchMaster with SAP Business One was worth it. Dhawan states, “We are without a doubt a better company than we were before. We now have the visibility, efficiency, and control we need to keep growing.”



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If you think you can plug in an end-to-end ERP and run your business the same way you do today, you’re missing the point,” Dhawan advises. “The goal is to transform how you operate, and that’s exactly what this migration allowed us to do.”

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About BatchMaster Software

BatchMaster Software is a leading provider of ERP solutions that help emerging and growing formula-based manufacturers streamline their operations and scale production while reducing costs and complying with changing customer demands and ever more stringent regulatory mandates. The company delivers industry-specific solutions for Food, Beverage, Nutraceuticals, Pharmaceuticals, Cosmetics, Chemicals, and other process industries. BatchMaster ERP is seamlessly embedded within SAP Business One, providing a comprehensive process manufacturing solution that is available on-premise and in the cloud. BatchMaster Software has served the process manufacturing market for over 30 years and supports thousands of customers worldwide.



BatchMaster Software

9861 Irvine Center Drive, Irvine, CA 92618
Ph: 949-583-1646
sales@batchmaster.com