

eTurns TrackStock Case Study

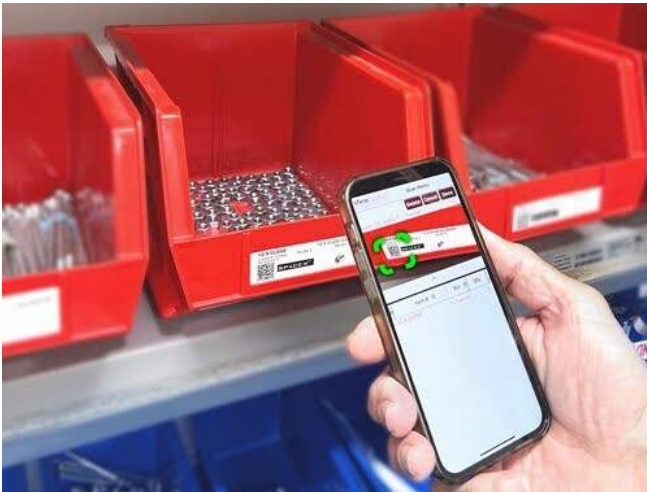
Outgrowing a Customized ERP and Launching a Modern VMI App:
One distributor's path to faster growth, higher VMI adoption, and better
customer experience.



Case Study from an eTurns Distributor Customer:

Laguna50 Supply

(That's not their real name)



Note: This case study is based on a real interview with an eTurns distributor customer. While the CFO is open to being a referral for eTurns, the company's owners requested that we keep their name confidential. Why?

"eTurns is our competitive advantage, and we don't want our biggest competitor to know we use TrackStock for VMI."

— Owners, "Laguna50 Supply" a distributor

All details shared here are accurate and reflect their actual experience.

Benefits

1. **Pulled VMI customizations out of the ERP** to allow both the VMI program, the ERP and the company to grow
2. **50** VMI stockrooms using TrackStock for non-consigned orders
3. **32** consigned inventory locations in deployment. Usage tracking and auto-replenishment
4. **Zero downtime** since deployment
5. **Unlimited customer VMI onboarding potential**, now only gated by internal rollout timelines, not tech limitations.
6. **Able to easily upgrade ERP when needed** instead of being bogged down by customizations.
7. **Customer visibility** to order status

eTurns Case Study: Removing VMI from a Customized ERP

Overview

Laguna50 Supply, a 15+ location hardware and fasteners distributor, serves a diverse customer base across industries like fire and rescue, RV, ambulance, and industrial manufacturing. Delivering white-glove service is core to their brand.

Behind the scenes, their legacy ERP inventory system, Epicor, had been customized to accommodate their vendor-managed inventory (VMI) program, which created cumbersome upgrades and onboarding of new customers that had blocked Laguna50's growth as a company. |

Wanting a modern solution that could untether their vendor-managed inventory (VMI) system from their ERP software and its costly customizations, while improving customer experience, Laguna50 partnered with eTurns.

By adopting **TrackStock**, Laguna50 is transforming how it manages both **consigned** and **non-consigned inventory**.

The intuitive mobile app, flexible integration, and responsive support have enabled faster onboarding of VMI customers and provided Laguna50's reps and customers with a faster scanning process for inputting VMI orders and onboarding VMI customers.

What's more, TrackStock laid the foundation for future growth. **The transformation freed Laguna50's IT team from legacy code maintenance, boosted customer satisfaction, and positioned the company to scale its VMI program like never before.**

"eTurns is a much better platform and foundation for expansion and growth of our VMI program and our company than we had before. And it just works."

— Michael, *CFO*

For years, Laguna50 managed its VMI programs through **custom code embedded in its ERP system** that was developed 10 years ago. Even though it worked, the solution had become a liability. It was difficult to scale, costly to maintain, and frustrating for both internal teams and customers.

"Our ERP + VMI combo worked, but it was archaic by today's standards. It became embarrassing to explain our VMI process to new customers"

— Michael, *CFO*

Legacy Systems That Can't Keep Up

The process required customers to use outdated handheld scanners to collect consumption data, generate a text file, and email it to Laguna50 where a custom-built program would parse the file and trigger replenishment.

There was no app.

No portal.

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No visibility for the customer.

And every ERP upgrade threatened to break the fragile VMI logic unless they paid again to rebuild it.

These limitations had become more than technical; they were strategic.

Every new VMI customer meant new risk, more onboarding friction, and a growing drag on innovation.

Laguna50's 4-person IT team couldn't justify continuing down this path.

Their system was also starting to impact sales.

Prospects were intrigued by Laguna50's VMI program until they saw how clunky it was.

Many opted out before they even got started.

"Before, customers loved the idea of VMI, but once we explained the old process, they said, 'No thanks.' That's not the experience they expected in 2025."

— Michael, *CFO*

The custom code didn't just hinder VMI. It also *blocked ERP upgrades, restricted integration with new tools, and consumed valuable IT resources* that could've been used for digital transformation.

What Laguna50 Did Before eTurns VMI

Before eTurns, Laguna50's vendor-managed inventory (VMI) program was built on a foundation of manual processes, outdated tools, and expensive ERP customizations.

At the core was a **scanner-based workflow** that required customers or Laguna50 reps to physically scan item barcodes at each bin.

The scanner would create a text file, which then had to be manually **attached to an email and sent to a centralized inbox**. From there, a custom script would process the file and inject the data into the ERP system.

"It was a scanner > text file > email > custom program > ERP. That's five steps just to reorder parts. It was clunky, fragile, and slow."

— Michael, *CFO*

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These inefficiencies created significant friction:

- **Customer onboarding was difficult.** Reps had to explain a tedious, outdated process to modern buyers.
- **Maintenance was costly.** Every time the ERP vendor released updates, Laguna50 had to pay again to update the custom code.
- **Visibility was non-existent.** Customers couldn't see inventory levels, what was on order, or usage history.
- **IT bandwidth was limited.** With only four IT team members, development and support for the VMI program became a bottleneck.

And while the system may have sufficed in the past, the market had changed. Customers now expected **self-service tools**, **mobile access**, and **better inventory visibility**. The legacy approach simply couldn't deliver that experience.

Laguna50's VMI program had become a constraint. They needed a partner that could bring modern tools to match their customer-first philosophy and nationwide footprint.

eTurns: A VMI App Built for Scale

After exploring three paths – rebuilding custom ERP code, investing in a full warehouse management system, or partnering with a specialized VMI provider – the choice became clear.

eTurns TrackStock offered exactly what Laguna50 needed: a flexible, intuitive, and scalable VMI platform that could grow with their business.

"We did an extensive RFP process. eTurns stood out immediately. The app was intuitive, the pricing was fair, and the value was obvious."

— Michael, *CFO*

The transition began with non-consigned inventory. Laguna50's team used eTurns to enable customers to place orders directly through the **TrackStock app**, which seamlessly pushed those orders into the ERP.

It was simple, efficient, and eliminated the need for old-school scanners, text files, and email chains.

Four advantages of eTurns TrackStock included:

1. **Ease of Use:** Customers now submit orders from their phones using a clean, intuitive app.
2. **Support for Both Consigned & Non-Consigned Models:** Something their ERP customizations couldn't offer.
3. **ERP Independence:** They can now upgrade their ERP anytime without worrying about breaking VMI functionality.
4. **Responsive Partnership:** eTurns' support team delivered fast answers, custom field support, and EDI expertise.

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"We've worked with a lot of software vendors, and this is one of the best partnerships we've had. eTurns has been responsive, reliable, and easy to work with every step of the way"

— Michael, *CFO*

"It's allowing for growth of our VMI program and company. It's a much better platform and foundation for expansion than we had before when we customized our ERP for our VMI program."

— Michael, *CFO*

Laguna50 positioned themselves to **expand VMI services, onboard customers faster, and deliver the level of service their brand promises** with eTurns.

"eTurns is providing not just a better customer experience. It's a better foundation for growth of our business."

— Michael, *CFO*

Laguna50's Results

Implementing eTurns TrackStock **freed Laguna50 to grow**. By replacing outdated ERP customizations and manual processes with a sleek, app-based platform, Laguna50 unlocked both operational efficiency and strategic flexibility.

What Changed with TrackStock

- **Customer Experience Elevated:** What once required outdated scanners and manual file transfers now takes just seconds on a smartphone.
- **VMI Adoption Accelerated:** The onboarding process is smoother, the app is self-explanatory, and customer response has been overwhelmingly positive.
- **ERP Upgrades Unblocked:** With VMI logic decoupled from their ERP system, Laguna50 can finally modernize other areas of their business without fear of breaking inventory workflows.
- **Better Data, Fewer Errors:** EDI integration with eTurns means more reliable order data and fewer issues with transmission.

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Success Metrics Snapshot

- **50** VMI stockrooms already using TrackStock for non-consigned orders
- **32** consigned inventory locations in deployment. Usage tracking and auto-replenishment.
- **Zero downtime** since deployment
- **Unlimited customer VMI onboarding potential**, now only gated by internal rollout timelines, not tech limitations
- **Able to easily upgrade ERP when needed** instead of being bogged down by customizations

While TrackStock hasn't been used yet to reduce physical inventory or optimize min/maxes, its **biggest return on investment** so far is clear:

It enables Laguna50 to **scale faster, serve smarter, and free their IT team from high-maintenance legacy code**.

Scalable VMI with Ease and Visibility

With eTurns TrackStock, Laguna50 has left behind the complexity of email-based reorders and rigid ERP customizations. Today, their VMI process is mobile, intuitive, and far more aligned with the expectations of modern B2B customers.

A Streamlined Workflow

For **non-consigned inventory**, the process is now seamless:

- Laguna50 reps or customers scan items directly from bins using the **TrackStock mobile app**.
- Orders are submitted instantly and pushed into the ERP via **EDI integration**.
- No more scanners, text files, or manual uploads.

For *consigned inventory*, eTurns enables *accurate usage tracking* and Laguna50 is preparing to deliver *full inventory visibility* to customers through TrackStock's centralized portal, reporting, and analytics. **Soon, customers will be able to:**

- View on-hand inventory.
- See what's on order.
- Understand what should be on their shelves based on past usage.

"Customers used to have no visibility. Now, they'll be able to see orders in transit and what's coming. That's a huge win."

— Michael, CFO

Empowering Customers and Teams with Point-of-use Inventory Management

- Reps can now **show customers the app on-site**, making onboarding fast and intuitive.
- Customers no longer rely on remembering what to order later; they scan bins at the point-of-use on-demand and the app takes care of the rest.
- The ability to offer both **consigned and non-consigned programs** with the same VMI app makes Laguna50's VMI model more flexible than ever.

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"It's way easier to scan a bin and order on the spot than to go back to your desk, log in to our website, and try to remember what you needed."

— Michael, *CFO*

Time Savings Through Reporting

- Laguna50's team plans to leverage **automated reports** from eTurns to support **quarterly customer reviews**.
- Once fully implemented, these reports will eliminate the need for manual tracking and data prep.
- High-maintenance customers can now receive **scheduled reports in email alerts automatically**, reducing pressure on internal teams.

"We're manually pulling inventory data for customer meetings now. With eTurns, that's all be automated and that means real time savings,"

— Michael, *CFO*

A Modern Experience Based on Authenticity

One of the most powerful aspects of Laguna50's experience with eTurns is its authenticity. Their decision to modernize wasn't driven by theory or trend.

Laguna50's old system worked **but it didn't scale**. And in a competitive industry where white-glove service is the differentiator, being held back by outdated processes wasn't acceptable anymore.

Customer Experience Drives Everything

While their ERP customization got the job done internally, customers found the process clunky and outdated. That mattered. With TrackStock, the experience is now streamlined, digital, and in the customer's hands.

"eThe app is self-explanatory. Customers just use their own phones instead of dedicated scanners. It's a night-and-day improvement from what we had before."

— Michael, *CFO*

They Needed the Right Tool

Many companies assume the only way to modernize inventory is to invest in a massive warehouse management system. Laguna50 proves that **a focused VMI solution can deliver outsized value** without overhauling everything.

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"We looked at all the options from customizing ERP to a full WMS. eTurns was the only one that delivered what we needed without unnecessary complexity."

— Michael, *CFO*

"I'm excited for customers to be able to use the TrackStock dashboards when they wonder, 'What's on order?' Now they'll be able to see it themselves."

— Michael, *CFO*

It was grounded in **real operational pain, real customer feedback, and a real need for scalability**. Their story resonates because it's practical, transparent, and instantly relatable to other distributors facing similar challenges.

Growth Wasn't Possible Without Change

The Best Tech Partnerships Just *Work*

Laguna50 didn't white-label eTurns. They championed our partnership publicly because they trust the product and the team behind it.

"We called your customers during the RFP, and everyone said the same thing: 'It just works.' That gave us a lot of confidence and it's been true for us too"

— Michael, *CFO*

Real Partnership In Action

For Laguna50, choosing eTurns was much more than a software problem. It was also about finding a **true partner** in growth.

From the initial RFP process to day-to-day support, eTurns became an extension of the Laguna50 team.

"We've done a lot of software projects and this has been one of the smoothest. eTurns has been responsive, proactive, and consistent. That's not something you can take for granted."

— Michael, *CFO*

eTurns empowered Laguna50 to:

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- Break free from costly ERP customizations
- **Deliver a dramatically improved customer experience**
- Scale their VMI program with confidence
- **Offer consigned and non-consigned inventory with one seamless system**
- Eliminate manual file-based ordering workflows
- **Prepare for future tech initiatives with a stable, modern platform**

Reporting and Visibility Equals Next Level Service

As they roll out TrackStock's reporting and consignment features, Laguna50 sees the potential not just for time savings but for changing how customers interact with them entirely.

Laguna50 leveled up their service model and made doing business with them easier, faster, and more reliable.

And they're not looking back.

"We chose not to white label our eTurns VMI solution. You guys are doing all the work to keep your app up-to-date and continue to roll out features. We'll continue to bring the customers and the usage and let's just keep winning together!"

— Michael, *CFO*

It's Time to Modernize Your VMI

If your business is still relying on spreadsheets, manual scanners, or ERP workarounds to manage inventory, Laguna50's story shows what's possible with the right partner.

With **eTurns TrackStock**, you'll:

- Digitize and automate replenishment
- Empower customers with real-time visibility
- Streamline operations without overhauling your entire system

Let TrackStock help you scale, serve, and grow just like it did for Laguna50.

[Schedule](#) your personalized demo now.