

Waterworks owns its customer documents after moving to Infor M3

A luxury bath and kitchen brand migrated from JD Edwards to Infor M3 and chose InterformNG2 to tailor every client-facing document, from product labels to branded customer emails.

	INDUSTRY	BUSINESS AREA	COUNTRY	ERP
WATERWORKS	Retail and manufacturing	Luxury bath and kitchen	United States	Infor M3



Customer overview

Waterworks is a luxury bath and kitchen brand, founded in 1978 and headquartered in Danbury, Connecticut. Now part of RH (Restoration Hardware), the company is both

a designer and a specialty retailer: virtually all of its products are designed in-house and custom-built around the world, primarily in Europe. They are sold through Waterworks showrooms in the US, London and Paris (opened 2026-06-02), alongside direct channels and independent boutiques. The product range spans bath and kitchen fixtures, surfaces, lighting and home textiles, supporting high-end residential design and renovation projects.

In a sector where every customer touchpoint extends the brand, documentation matters at every stage - from the showroom order to the labelled product arriving on a project site. Waterworks runs Infor M3 as its core ERP platform, having migrated from JD Edwards Enterprise One in early 2026. The Interform setup is owned and maintained internally by the Waterworks team.

The challenge

Before Waterworks moved to Infor M3, document output was handled through Bottomline Transform alongside a heavily customised JD Edwards Enterprise One environment. The setup worked for basic documents but offered little room to tailor output. Templates were rigid, formed around a fill-in-the-blanks approach that did not match the white-glove standard Waterworks applies to every customer interaction.

The challenge, continued

Beyond labels, Waterworks needed customer documents that grouped product lines by room - master bath one, master bath two, child bathroom - in a way that neither JD Edwards nor M3 produced natively. With around 150,000 products in the catalogue, a print estate of around 60 printers spanning warehouse, logistics and back-office operations, and a customer experience built on precise, branded documentation, the organisation needed an output platform that could match the complexity of its operations without becoming a bottleneck for IT or the sales team.

The project

Waterworks selected InterformNG2 on the recommendation of its M3 implementation partner, Wipro, and after reviewing the wider Output Management options available alongside Infor. The flexibility of the platform was the decisive factor. Where Bottomline Transform had forced documents into a fixed shape, InterformNG2 allowed Waterworks to build workflows that branch by customer, by product type and by payment method, all within a single document logic.

Interform now drives the full range of customer-facing output at Waterworks. Custom product labels, built by combining M3 data with information from a separate product system, print across approximately 30 Zebra label printers and support warehouse and shipping operations every day. Customer emails carry embedded product imagery drawn from the company's catalogue of around 150,000 products, and order and invoice documents are grouped by room rather than by order line. Internal documents that did not need this level of tailoring were left in IDM.

Departments using Interform-generated documents include accounts receivable, warehouse, product, customer service and sales. Adam Pringnitz, ERP Senior

Technical Analyst at Waterworks, owns the Interform build day to day, working closely with the IT team led by John Savarese, Senior Manager, ERP & Support. The rollout ran alongside the M3 go-live in early 2026 and was completed without disruption to the wider programme. Waterworks pointed to the responsiveness and personal availability of the Interform team during go-live - including senior staff being reachable outside normal hours when questions came up - as a defining part of the experience.

The results

With InterformNG2 in place, Waterworks now owns its customer-facing document layer in a way it never could under JD Edwards. Changes that previously required a request to an external consultancy can now be made internally, in the same week they are needed, without paying for or waiting on developer time.

The sales team, which spent years working within the constraints of older templates, has used the move to redesign existing documents and introduce new ones - including dedicated formats for trade customers - that match the level of presentation Waterworks expects of its products.

For end customers, the practical result is a clearer document. Orders covering multiple rooms arrive grouped by space rather than as a flat list. Emails carry visual context drawn from the product repository, so customers receiving deliveries weeks or months after specifying can see what they ordered, not just a code on a line.

Across the broader programme, which included a full M3 migration, the Interform rollout itself stood out for its simplicity and the level of support during go-live. For Waterworks, the customer-facing document layer has moved from a maintenance burden under JD Edwards to an in-house capability the team is proud of.



Looking ahead

Waterworks expects InterformNG2 to remain the platform for client-facing output and is reviewing which remaining IDM documents could benefit from being moved across as tailoring requirements grow. With the rollout less than a year old, the focus over the coming months is on continuing to build out the workflow library and supporting the sales team as they refine document designs across the catalogue.

With the Paris showroom now open and the brand continuing to extend its international footprint, multi-language output is moving from a project requirement to a regular part of the Interform workload. The team plans to handle additional languages within the same workflow logic as Waterworks reaches new markets.

IN THE CUSTOMER'S WORDS

"Interform is simple and flexible. We own our output, and we can beautify our documents. It's a tool that we can make ours."

Adam Pringnitz, ERP Senior Technical Analyst, Waterworks

IN THEIR OWN WORDS

"Interform rollout was flawless. From the moment we purchased the implementation, it was simple."

Adam Pringnitz, ERP Senior Technical Analyst, Waterworks

"My advice for anyone considering Interform: do your due diligence, look at the different products out there. I think they'll choose Interform."

John Savarese, Senior Manager, ERP & Support, Waterworks

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