SALESWARP
SELL MORE. MAKE MORE. MANAGE LESS.

A PLATFORM FOR GROWTH

How synchronized inventory, consolidated data and complete customization led to 300% growth and a platform to "DREAM BIG"

S&S SPORTS
THE LEAGUE OF
EXTRAORDINARY
RETAILERS
MEMBER SINCE 2012

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How synchronized inventory, consolidated data and complete customization led to 300% online growth and a platform to "DREAM BIG"

Customer: S&S Sports
Product: SalesWarp Enterprise
Industry: Shoes & Sporting Goods
Website: www.soleplace.com, www.beency.com
Channels: Magento, Amazon, eBay, B2B, POS

BACKGROUND S&S Sports has been in the retail business for over 35 years selling in over 40 B2C retail locations, B2B Wholesale, and on multiple Amazon and eBay stores as well as their online stores, Beency.com and SolePlace.com.

CHALLENGES In 1999, S&S began searching for one software solution that would help them manage all of their wholesale and retail operations. Their biggest challenge at the time was maintaining one set of inventory data for their B2B and B2C channels. Unable to find a solution, S&S decided to take on this task internally and develop their own software.

In the 2000s, S&S expanded its presence to include eCommerce. This was unchartered territory for the brick-and-mortar retailer, causing S&S to quickly run into issues adapting their custom-built software to handle these eCommerce activities as well. Their initial issue remained – S&S had yet to find a software that could consolidate and manage inventory for wholesale, retail, and now, their eCommerce channel.

As S&S began seeking out adaptable and customizable software systems that consolidated inventory into one manageable set, they were told time and time again by leading software companies that future upgrades would wipe out any prior customizations to their software. So for close to 10 years, S&S Sports struggled to consolidate and manage their data and sales channels.

"Our core business value, how we receive merchandise, how we place orders, is something that would be very hard for us to completely change.

We needed software that would actually adapt to our processes. Only then, could we start advancing.

Bobby Singh, Owner of S&S Sports

SOLUTION

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In 2012, S&S Sports met SalesWarp. The first question S&S asked our team was, "can your software handle wholesale, retail, and eCommerce while maintaining one set of inventory?" After a resounding "Yes" from SalesWarp and learning about SalesWarp's commercial source code, it became apparent to S&S Sports that SalesWarp would be that blank slate that they needed to implement everything they had dreamt of to grow their business.

CONSOLIDATION SalesWarp ENTERPRISE replaced software that S&S implemented 15 years ago, along with additional software systems that were attached to it. "We were using 7 different pieces of software to do 7 different processes." For the systems that remained, S&S did not experience any negative impacts on their operations during implementation due to SalesWarp's thorough pre-launch testing process. S&S Sports is now able to consolidate inventory in SalesWarp to easily manage their multiple online stores, their wholesale business and a large number of retail locations in real-time. This consolidation of software also provided their customer service teams a much more efficient system to manage orders and customer inquiries.

CUSTOMIZATION With SalesWarp, S&S was able to completely customize and configure every process and piece of information to gain a user interface that is unique to their specific business model. Additionally, S&S receives all SalesWarp product upgrades as they become available without affecting any prior customizations to their system.

For example, as a shoe retailer, S&S Sports needed a process to manage the hundreds of varieties of shoes in inventory. SalesWarp developed a 3D matrix that gave S&S the ability to manage the size and color of every shoe. This eliminated the time-consuming process of having to manually organize product data to accurately publish all varieties of a shoe to every channel individually.

INVENTORY MANAGEMENT SalesWarp's bar code integration tools allowed S&S to speed up and improve the accuracy of inventory counts. Using a bar code scanner, S&S now scans every SKU instead of manually typing each SKU number into the system. SalesWarp's real-time inventory management system automatically updates inventory levels for every channel as each product is scanned.

> "By replacing 6 of 7 different pieces of software we were able to reduce annual software costs by over 90%."

> "SalesWarp is like beautiful clay. We can mold it any way we want. Realistically there is no other software out there that can do that."

Bobby Singh, Owner of S&S Sports

RESULTS

INCREASED SALES Within the first year of implementing SalesWarp, eCommerce sales for S&S grew by 300%. Midway through the second year eCommerce sales had already increased an additional 30-40%. This was a direct result of using SalesWarp's Advanced Store Builder and Supplier Management tools. S&S is now able to get more products to more stores and channels faster than they had ever been able to do previously. In fact, within just 9 months, S&S Sports was able to increase their product line by over 400%.

EXPANDED BUSINESS With the increase in sales, S&S added 70,000 square feet to its warehouse and hired 40 employees to handle key-value added tasks throughout the business.

INCREASED EFFICIENCY & REDUCED COSTS By replacing 6 of the 7 existing software systems with SalesWarp, S&S Sports was able to reduce annual software costs by over 90%. Listed below are some of the substantial efficiencies S&S was able to gain using SalesWarp's eCommerce Management System.

RECOUNTING INVENTORY Every quarter, S&S has to do inventory counts. This process typically took 40 employees 5.5 days to scan anywhere from 160K to 250K units stocked in boxes, shelves, and bins. S&S averaged a 92% to 95% accuracy rate with this process, which is impressive given the process. The complete annual cost of this process ranged from $750K to $1M, including salaries, overtime and meals.

By connecting SalesWarp to Truecount, an RFID system, S&S was able to import inventory data and convert to a stock number to track all inventory. This process now takes only 5 employees just over 7 hours and only costs $400-$500 annually, with a 99% accuracy rate.

"The advantage of SalesWarp is the ability to consolidate all of our data into one system and be able to view it all from one screen. This was always a challenge prior to SalesWarp, as we were using seven different software systems to manage seven different processes and datasets. There was no way for us to know what data one system had from another without spending a lot of valuable time going between systems."

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RESULTS (CON'T)

PICKING ORDERS S&S uses a custom mobile scanner that is essentially an Apple iPod that identifies the exact bin and location of a product. An S&S picker uses the scanner to locate the item, scan the item, and confirm that the item picked is the item in the order. If it is the correct item, the scanner updates SalesWarp to adjust the inventory level of that bin.

In the past, picking units for orders typically involved 9 employees who, on average, picked 20 orders per hour. As a result of SalesWarp and these mobile scanners, S&S only needs 6 employees, who can pick from 300-400 orders per hour. That's an increase of over 1500% per employee.

REDUCING HOURS S&S had been running their operations on average, 15 hours per day, almost seven days each week. Due to the efficiencies SalesWarp has provided as well as all the additional new technologies S&S can now deploy, S&S is now able to cut back their operations to 10 hours per day. That is a 33% reduction in annual operating costs.

"Every software we had been using was limited on what we could achieve. With SalesWarp's flexible, customizable platform, we have been able to execute ideas that we've had for years but have never had a chance to implement."

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