PROFITABLE GROWTH

IN THE OUTDOOR AND SPORTING GOODS BUSINESS

Level the Playing Field Using Cloud-Based ERP

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Introduction

In the competitive outdoor and sporting goods industry, the keys to business success are constant innovation and accurate insight into customer behavior and market trends. Far too often however, small and midsize organizations are forced to dedicate crucial personnel to IT and managing multiple disparate systems instead of driving the business. In order to better compete, these companies need a reliable, integrated and easy-to-use ERP system.

As outdoor brands experience rapid growth and expand around the globe, they require a platform that delivers scalability, agility and flexibility with the advanced functionality to support this growth with a real-time, unified view of business performance across markets. Cloud-based ERP systems can change the equation.

Nearly half of all Americans, 48.4 percent, participated in at least one outdoor activity in 2014. This equates to 141.4 million participants, who went on a collective 11.8 billion outdoor outings, according to The Outdoor Foundation's 2015 survey of participation. With such a growing market, outdoor businesses shouldn't let their aging ERP systems limit their options and eat up time and resources.

Taking your systems to the cloud lets you focus on your business rather than your software. You don't have to dedicate valuable IT resources to keeping business systems on life support. Instead, you can re-deploy them to focus on more strategic business initiatives while leaving your cloud computing vendor to worry about scalability, security, uptime, application maintenance and system upgrades.

With a cloud solution that unifies core processes, personnel can focus on delivering superior products, value and customer experiences.

Technology Challenges for Outdoor Brands

- Outdoor brands typically confront a wide range of disparate systems that limit visibility into business operations and can't grow with the business, while also demanding significant IT resources to simply keep these systems up and running.

- Disconnected systems can also create costly delays while a lack of integration with CRM leaves customer records out of date and inaccessible, impacting loyalty.

- Legacy systems are not agile enough to allow outdoor brands to react to and capitalize on changing market conditions and advancements like globalization and consumer-like B2B experiences.

- Integrating separate software for sourcing, fulfillment, inventory, accounting and customer service produces no value, and instead introduces unnecessary complexity and inefficiencies requiring the care and feeding of costly IT resources; introduces errors throughout the business process, provides little visibility on available-to-promise inventory and decreases business efficiency and accuracy.

Solution of Choice for Fast-Growing Outdoor and Sporting Goods Companies

Generally speaking, experts and analysts consider cloud technology a compelling option for almost all companies. In early phases, the smallest companies often make do with manual record-keeping and point solutions such as QuickBooks for accounting. For larger and fast-growing businesses, cloud technology provides scalability for growth and the flexibility to address a range of business scenarios, channel strategies, customer types and supplier and partner networks.

Cloud adoption has been remarkably strong. For example, analyst firm Forrester Research predicts, "the public cloud market will rise to $191B by 2020—about 20% larger than our 2011 projection."[1]

Leading Outdoor Brands Reaching New Heights in the Cloud

Chris Tamucci
Director of Operations, Big Agnes

Dino Dardano
President, Hestra USA

"There's no question that NetSuite has facilitated our high level of growth. NetSuite lets us get the back-office out of the way and focus on our core mission."

"NetSuite is phenomenal in the fact that it is totally scalable; we wanted a platform we could grow with for years to come."

Drew Williams
Operations Chief, Point6

Ross Saldarini
President, Mountain Khakis

"We're growing fast with NetSuite as a business application that allows us to deal much more effectively with customers and partners than we could with Microsoft Dynamics"

"Our business was growing at a rate that challenged our IT systems, and fortunately we chose NetSuite at just the right time. We're now one of the hottest brands in the apparel space. Everyone in our industry knows us."

Greg Kish
Director of Sales and Marketing,
Slingshot Sports

SLINGSHOT

"The biggest benefit of NetSuite is scalability and how we can grow so quickly with it. It's leaps and bounds beyond what we could do with our own network and software."

Cloud-Based Applications Level the Playing Field

The increasing expansion of outdoor specialty products into a wider range of retail outlets and direct consumer sales channels means that small companies can find themselves competing with multinational giants for shelf space and customer loyalty. The biggest brands have vertical and horizontal integration advantages that can be nearly impossible for smaller contenders to match.

Cloud-based business management suites level the playing field with access to detailed supply chain and demand planning insights that was previously available only in high-end on-premise ERP systems. A firm command of costs, margins and availability throughout the supply chain is what gave a few elite companies a competitive advantage in recent decades. Innovative outdoor brands adopting cloud computing now have that same power.

A Path to Sustainable, Profitable Growth

Because cloud solutions are designed for the modern web, unlike conventional on-premise software, they make it easier to grow and reach customers through new and emerging channels, all while keeping employees productive and costs low. Slingshot Sports, a manufacturer of watersport products, has run its entire business on NetSuite since going live in 2007. The company took advantage of the integrated cloud-based business platform to provide visibility into its financial, customer, pipeline and inventory information, allowing it to improve efficiencies and make data-driven business decisions.

Mountain Khakis, Hestra USA, Point6, Big Agnes, and Slingshot Sports are just a few examples of leading outdoor retail businesses that have been able to support successful growth through implementing cloud software.

Every worthwhile, dedicated outdoor goods company started with a vision and an enthusiastic outlook as its greatest assets. Cloud computing solutions ensure that a business never has to compromise on those foundational principles by becoming a victim to cumbersome and costly technology. Cloud technologies can help create a path to sustainable, profitable growth and limitless scalability, from the days of grassroots awareness and reputation-building to becoming a household name.

Run Your Outdoor Business Better in the Cloud

NetSuite helps outdoor brands integrate suppliers, customers and inventory without the headaches and inefficiencies of disconnected and costly in-house IT systems. They can focus on growing the business with a single platform for finance, order and inventory management, ecommerce and more.

NetSuite is helping fast-growing outdoor and sporting goods companies improve performance by:

- Providing a real-time, 360-degree view of the business by seamlessly integrating financials/ERP, CRM and ecommerce, thereby empowering businesses to manage their interactions directly with consumers, other businesses and trading partners.

- Improving supply chain operations with integrated inventory and order management, and building demand forecasts with real-time data, reducing excess inventory or the risk of stockouts.

- Allowing data to flow seamlessly to wholesale distributors and their trading partners, to ensure communication is in lockstep with the same data, audit trails and real-time accuracy at every stage with the help of complementary solutions from NetSuite partners for electronic data interchange.

- Managing all transactions and associated customer interactions regardless of the "Omni-touch," i.e., mobile, catalogue, web, or store.

- Sharing container, pallet, location, forecasting, scheduling and unit-level data with stakeholders, while collaborating on a common cloud platform.

- Providing transparency, responsiveness and visibility to customers through the front-end ecommerce solution.

- Providing mobile personnel and field sales with anywhere, anytime access to business data, improving sales effectiveness and customer service.

NETSUITE

Connect everything.
See anything.
Go anywhere.