

Winning Streak Sports

Leading Manufacturer of Sports Apparel, Equipment, and Uniforms, Improves Supply Chain Visibility and Collaboration with TrueCommerce

BENEFITS

- Seamlessly complies with major retailers' most demanding EDI requirements
- Strong, proactive customer support during and after the ERP migration keeps orders moving and drives faster time-to-value



OBJECTIVE

- Maintain exceptional responsiveness to major retail customers, including drop-shipping services, during and after a move to a new ERP system

SOLUTION

- Implement integrated, web-based TrueCommerce EDI for SAP Business One, along with the TrueCommerce labeling and scheduling add-ons and the TrueCommerce Amazon Marketplace Integration

BENEFITS

- Comprehensive integration and automation between EDI and SAP Business One for sales orders, invoices, ASNs and other key EDI documents to eliminate manual effort and accelerate order processing to meet tight shipping timeframes
- Effortlessly scales up to handle thousands of EDI transactions per day during peak periods

BACKGROUND

Winning Streak's official embroidered wool banners and pennants are recognized by sports fans across North America as "the gold standard" of quality and authenticity for these popular items. The Kansas-based manufacturer has also introduced a new line of upscale, double-sided metal Tavern Signs that are proving to be big sellers as well. In addition, Winning Streak offers custom design and manufacturing options for professional and collegiate teams, as well as for corporate partners like Anheuser-Busch, Coors, Coca-Cola, FedEx and Met Life.

To keep winning in the highly competitive sports souvenir marketplace, Winning Streak's game plan includes providing exceptional service to its customers, which range from small mom-and-pop shops to the largest sports retailers like Dick's Sporting Goods, Kohl's and Fanatics.

According to Jessica Degregorio, head of E-retail Sales, Winning Streak has a high weekly EDI transaction flow that can more than triple during the holiday season and around major sports events like the Super Bowl and World Series. This includes hundreds to thousands of drop-shipping orders from major EDI trading partners, each requiring a series of EDI transactions. Winning Streak also handles hundreds of EDI transactions per week for orders shipped to major retailers' distribution centers (DCs).

SMOOTH MIGRATION TO A NEW BUSINESS SYSTEM

To support its ongoing growth, Winning Streak migrated from Sage BusinessVision to SAP Business One in January 2018. This move dictated a shift in their EDI system as well, and the search for a new solution began.

For EDI, Winning Streak was using RedTail Solutions. The challenge was to find an equally effective platform that would also be seamlessly compatible with the new ERP. The solution came unexpectedly: RedTail was acquired by TrueCommerce, which has a seamless integration with SAP Business One.

"RedTail is a TrueCommerce platform, so it made sense to stick with TrueCommerce EDI for the integration with SAP," asserts Ms. Degregorio.

It turned out to be a serendipitous move.

"The two TrueCommerce support people who handled our integration were great and very knowledgeable," recalls Ms. Degregorio. "We were able to grab old EDI transactions from RedTail and test them through SAP and TrueCommerce prior to go-live—that made my life much easier."

The new system's first trial by fire went without a hitch.

"We made it through the Super Bowl, which is a very high-volume event for us," Ms. Degregorio relates. "I'm confident that TrueCommerce EDI can handle our peak season transaction volume just fine."





SEAMLESS INTEGRATION WITH SAP BUSINESS ONE

Winning Streak has adjusted quickly to the new TrueCommerce solution, which offers comprehensive sales order and warehouse document integration with SAP Business One.

"We bring EDI 850 purchase orders into SAP from TrueCommerce, and then export EDI 810 invoices and EDI 856 advance shipping notices (ASNs) from SAP back to TrueCommerce," Ms. Degregorio explains. "One of our customers further requires an EDI 846 inventory advice document, which TrueCommerce handles effortlessly."

SAVING MONEY WHILE IMPROVING SERVICE

The biggest benefits of the TrueCommerce solution for Winning Streak are cost reduction and improved responsiveness to customers.

"Drop-ship orders would be very labor-intensive if we had to process them manually," observes Ms. Degregorio. "But with TrueCommerce EDI everything is automated and all we have to do is print them out for the shipping department. That saves us not only a huge amount of time but

also payroll costs, because with our transaction volume we'd need more staff if we didn't have EDI."

Ms. Degregorio estimates that the company would have to hire at least one full-time employee as well as two or more seasonal staff to make up the difference.

"EDI makes everything more timely for the customer as well," Ms. Degregorio adds. "Customers aren't waiting on us to manually enter their orders, so orders go out to the shipping department a lot quicker. Also, as soon as an order ships I'm able to send an ASN."

The streamlined process significantly improves customer satisfaction.

"Usually within 24 hours of receiving an order, we've shipped it and the customer already has their tracking data, invoice and so on," describes Ms. Degregorio. "EDI really helps us to maintain the service level that we say we can provide."

It also boosts the company's image among leading retailers.

"For example, we do drop-shipping with Kohl's, which ranks their vendors on a monthly basis," states Ms. Degregorio. "Out of maybe 400 vendors, we've been ranked number one in peak season because we can consistently ship and deliver in a timely manner."

AMAZON MARKETPLACE INTEGRATION

Winning Streak does significant business with Amazon.com. They ship volume orders placed using EDI to Amazon Distribution Centers (DC) to be fulfilled by Amazon. They also handle a significant number of drop-shipment orders from Amazon, which they receive through the Amazon Seller Central portal rather than via EDI.

"We normally ship orders to 35 to 45 Amazon DC locations once each week, and we'll be doing that two or three times per week in the holiday timeframe," Ms. Degregorio notes.

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To help streamline order processing for this critical channel, Winning Streak uses the Amazon Marketplace integration from TrueCommerce. The solution helps sellers automate both sales made direct to Amazon and sales made to consumers using the Amazon Marketplace.

Thanks to their TrueCommerce Amazon Marketplace integration, orders from Amazon Seller Central automatically flow directly into SAP Business One. Likewise, once orders are shipped, the tracking numbers and other data flows automatically back to Amazon.

"Without that integration, we'd have to manually enter and confirm each Amazon order," emphasizes Ms. Degregorio. "We'd also have to do more tasks in Amazon Seller Central, which isn't user-friendly for generating ASNs. Getting labels out of their system is also very time-consuming."

The integration proved to be an ideal bridge between eCommerce, EDI and their SAP Business One system.

"The TrueCommerce Amazon Marketplace integration automates everything that we can do outside Amazon's portal, which eliminates manual steps and saves us a lot of time—it's invaluable," says Ms. Degregorio.

TrueCommerce Support has been helpful resolving issues with Amazon.

"I was having some problems with Amazon and TrueCommerce was right on top of it," Ms. Degregorio recalls. "The support team was very responsive and got all the fixes done very quickly."

GAINING EVEN MORE EFFICIENCY WITH TRUECOMMERCE ADD-ONS

To add further automation and efficiency, Winning Streak also uses the TrueCommerce labeling add-on to automatically print UCC-128 compliant labels to affix to cartons.

"We print UCC-128 labels automatically off of our ASNs, which is very convenient for the shipping department," Ms. Degregorio reports.

STRONG RECOMMENDATION

Ms. Degregorio does not hesitate to recommend TrueCommerce to other small and medium size manufacturers: "Absolutely I'd recommend TrueCommerce—and that says a lot, because I have not always been happy with EDI providers and have left several of them in the past."



TrueCommerce is the most complete way to connect your business across the supply chain, integrating everything from EDI, to inventory management, to fulfillment, to digital storefronts and marketplaces, to your business system, and to whatever comes next. To stay ahead in today's dynamic global market, companies need to be able to do business in a lot of different directions at once. For decades, TrueCommerce has helped businesses be more connected, more supported, and more prepared for what's next. Our Managed Service combines years of experience and world-class consultancy with a range of functionality for proactive monitoring. That's why thousands of companies rely on us.

TrueCommerce: Do business in every direction

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