

## Brand Slam's demand for a specialised fashion footwear wholesale solution leads to Pebblestone Fashion software implemented and enhanced and supported by Clarita.

### Client Profile

Brand Slam is a UK-based brand development business, best known for FitFlop - one of the most successful and fastest growing function footwear brands in the world.

Since its inception in late 2006, FitFlop sales have exploded beyond all expectations. An initial 30,000 pairs order placed by Brand Slam during the summer of 2007 generated such demand that by the end of the year over 250,000 pairs had been sold. This year, over 1.2 million pairs of FitFlops will be sold worldwide through carefully vetted retail outlets that will maintain and enhance the exclusivity afforded by the FitFlop brand.

Brand Slam's existing IT solution quickly proved unable to deliver the tools needed to manage and capitalise on such successes. A new solution, specifically developed for the fashion footwear wholesale industry was desperately needed.

### Project Overview

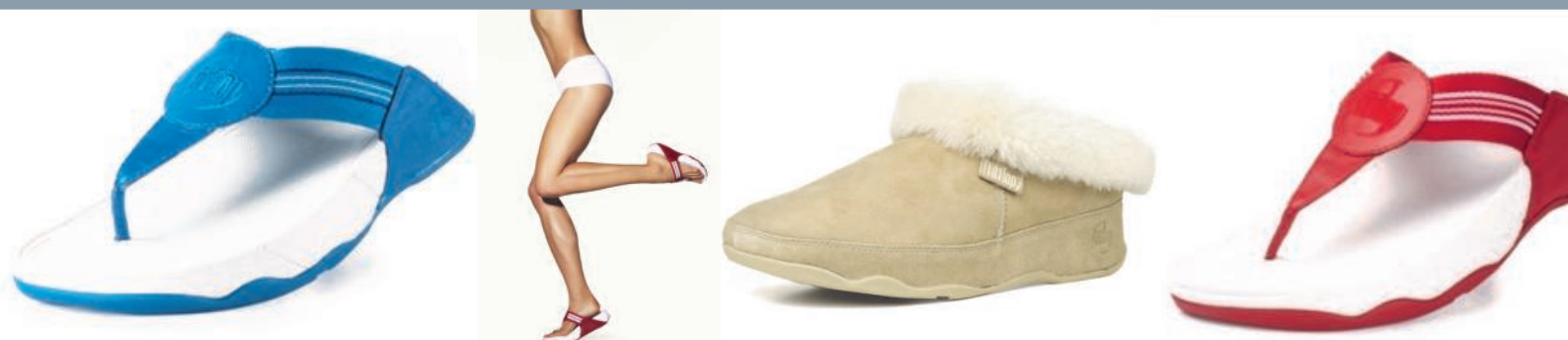
On the recommendations of the incumbent IT supplier, Brand Slam had selected Microsoft Dynamics NAV as its ERP solution. IT Manager Simon O'Sullivan, who joined in 2007, had reservations. "We needed a solution that had been specifically developed for the fashion footwear wholesale industry, not a general purpose application that had been tweaked to meet just some of our requirements," he observed.

Investigations led to Pebblestone Fashion - a specialised and comprehensive solution for the footwear, apparel and accessories market that expanded the broad-based capabilities of Microsoft Dynamics with the extensive functionality demanded by the world's fashion industries. Realising that their IT provider could go no further, Brand Slam partnered with Pebblestone and Dynamics experts, Clarita.

### Project Solution

"Think of our solution as a pyramid with Dynamics at the base and Pebblestone as the next layer with modules for exploiting the data in the top layer," explained Simon. "We had to partner with experts in the fashion footwear wholesale business."

Critical issues ranged from processing orders, monitoring stock levels, and placing orders with manufacturers to up-to-date reporting and close liaison with retail outlets worldwide. Pebblestone could deliver much, but Clarita rolled up their sleeves and developed additional modules to tailor the solution to Brand Slam's precise requirements.





Clarita's specialist knowledge of the fashion and footwear wholesale industry, Pebblestone and Microsoft Dynamics is helping **Brand Slam** get the exact solution they need - both for today and for the future.

## Improved

UK invoices are now generated the same day as dispatch - improved speed, quality and accuracy.

## Increased

Accurate allocation of stock to orders guarantees fulfilments and improves customer service and relationships.

# 80%

New credit control and automated credit processes have improved cash flow and reduced aged debt in key markets by 80%.

### Business Benefits

In the fashion footwear wholesale business, close liaison with manufacturing, distribution and retail outlets is the key to success. It is in these three areas that Clarita and Brand Slam have been focussing development and implementation.

Ongoing projects include systems integration with logistic partners to improve customer service. Equally crucial is the relationship with retail: Brand Slam is now able to manage stocks efficiently and guarantee delivery on time to any approved retailer in the world. Order fulfilment has improved radically. "Orders for items in stock can now be on their way to the customers the same day," commented Simon.

With Pebblestone delivering the goods, Brand Slam can also focus on its two core business drivers: expanding into new geographic markets (both through appointing retailers in existing, but non-competing locations, and via expansion into new territories, such as the Far East and Japan).

And with no more manual, spreadsheet-based processes, Brand Slam's management have immediate access to the information that they need and can take business decisions based on fact. "Data management has developed massively," said Simon. "We have fundamentally enhanced the validity of information for management reports, sales reports and tactical reports, giving everyone a 360 degree view of the business."

### What our clients say about us

By adopting Pebblestone Fashion software as its platform for the future, Brand Slam needed a partner that:

- knew Pebblestone inside out,
- were Microsoft Dynamics experts,
- had a proven track-record in solution implementation and 3rd party integration, and
- were highly experienced in the specialist fashion and footwear wholesale industry.

"We needed a partner that understood our issues and would work with us to achieve continuous business improvement," concluded Simon. "Clarita ticks all the boxes and delivers the know-how, advice and support that will help us maintain our worldwide growth."

### Additional Wow Factor

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*We're impressed. Our initial system went live nine months ago and we have seen measureable improvements across the board. As we continue to grow, our business is constantly changing. We know where we are going; Clarita is the partner that will help us get there.*

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**Simon O'Sullivan**  
IT Manager  
Brand Slam