

Cleveland presented "Cleveland Golf Central™"

Cleveland Golf

<http://www.clevelandgolf.com>, founded in 1979 by Roger Cleveland, is regarded as one of the forerunners in product innovation and is home to the #1 wedge in golf. Cleveland Golf has among its staff member's notable golfers like: Vijay Singh, Boo Weekley, Joe Durant, David Howell, David Toms and many others.



Almost 400 employees work in its Huntington Beach, CA headquarters utilizing JDE World ERP across all operations including manufacturing and distribution.

Business Challenge:

In mid-2006 Cleveland realized the need for having an online order inquiry and order creation e-Commerce storefront. Unlike stock items, Cleveland had the unique challenge of handling configured items in a web self-service environment. The solution had to properly present the product features and options (segment/values) correctly from the browser interface. It needed to work real-time against the underlying JDE logic and have a "friendly" and easy to navigate GUI interface.

The Solution:

In 2007, using ERP2Web, Cleveland presented "Cleveland Golf Central™" <https://www.clevelandgolfcentral.com> to their dealers as a real-time online order inquiry/ creation solution for configured, stock & kit items. With rapid acceptance they met the "configured over the web" challenge.

Cleveland's outside salespeople also utilize "Golf Central" as a strategic and value-add part of their daily routine. Sales calls are now more effective and their orders are entered remotely in real-time resulting in shorter delivery times.

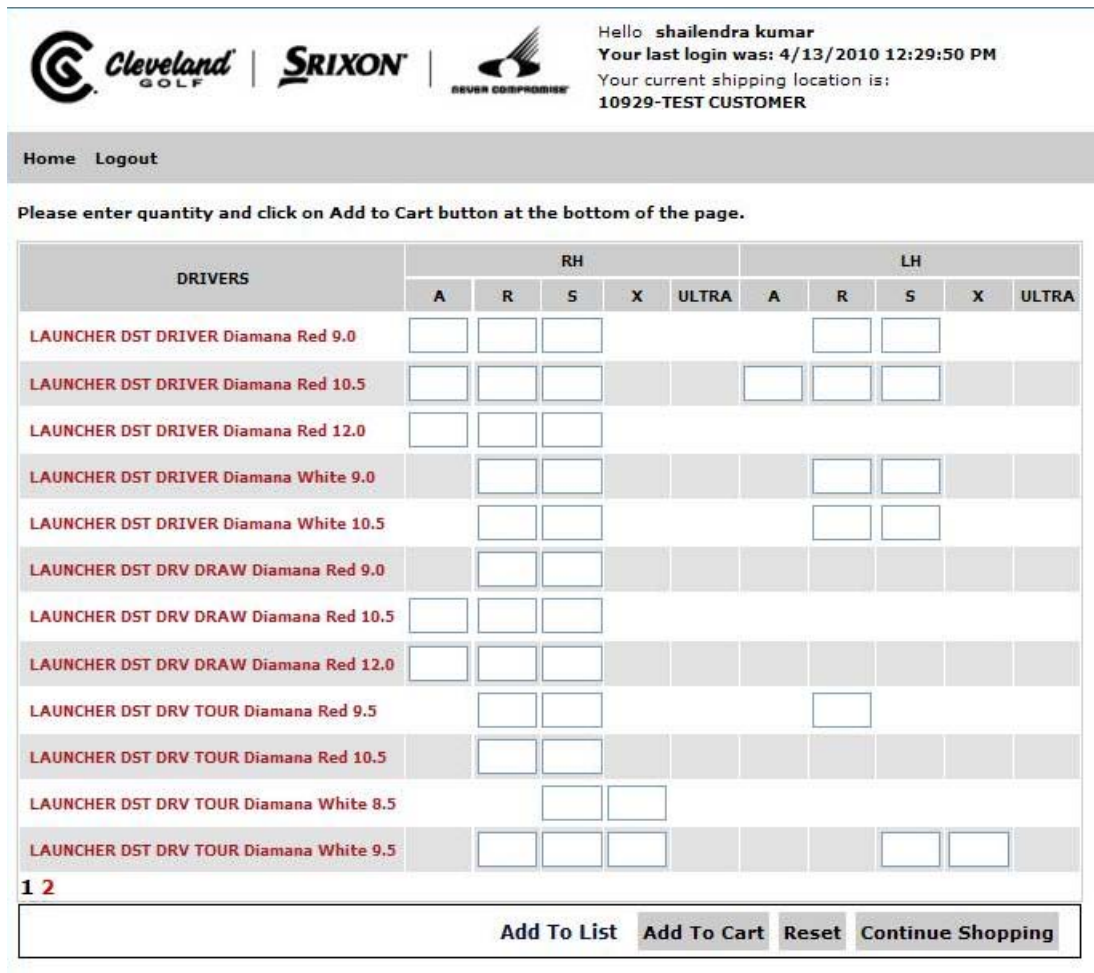
Both users and employees especially appreciate the e-Catalog matrix entry for efficiency and ease of use. Displaying multiple items on one web page by "product

attribute” columns and “product group” rows, users can quickly determine product selection for ordering.

Cleveland Golf’s Director of Information Technology, Charles Chamberlain, comments about the “Cleveland Central™” solution:

“Partnering with CDI and their ERP2Web solution successfully accomplished our project goals of real-time integration with JDE logic including the JDE configurator. It also met the aesthetics “looks good” requirement and it’s easy to use and administer for setup and change. Our users utilize matrix and e-Catalog entry along with the other multiple order entry methods such as Upload from Excel, Quick SKU (part #/qty.), Search, My Favorites Lists and Order from Previous Order.”

Screenshot #1 – Cleveland Order Matrix (ERP2Web e-Catalog at Category Level)



The screenshot shows the top navigation bar with logos for Cleveland Golf, Srixon, and Seven Compromise. User information includes: Hello shailendra kumar, Your last login was: 4/13/2010 12:29:50 PM, and Your current shipping location is: 10929-TEST CUSTOMER. Below the navigation is a home/logout link and a prompt: "Please enter quantity and click on Add to Cart button at the bottom of the page."

DRIVERS	RH					LH				
	A	R	S	X	ULTRA	A	R	S	X	ULTRA
LAUNCHER DST DRIVER Diamana Red 9.0	<input type="text"/>	<input type="text"/>	<input type="text"/>				<input type="text"/>	<input type="text"/>		
LAUNCHER DST DRIVER Diamana Red 10.5	<input type="text"/>	<input type="text"/>	<input type="text"/>			<input type="text"/>	<input type="text"/>	<input type="text"/>		
LAUNCHER DST DRIVER Diamana Red 12.0	<input type="text"/>	<input type="text"/>	<input type="text"/>							
LAUNCHER DST DRIVER Diamana White 9.0		<input type="text"/>	<input type="text"/>				<input type="text"/>	<input type="text"/>		
LAUNCHER DST DRIVER Diamana White 10.5		<input type="text"/>	<input type="text"/>				<input type="text"/>	<input type="text"/>		
LAUNCHER DST DRV DRAW Diamana Red 9.0		<input type="text"/>	<input type="text"/>							
LAUNCHER DST DRV DRAW Diamana Red 10.5	<input type="text"/>	<input type="text"/>	<input type="text"/>							
LAUNCHER DST DRV DRAW Diamana Red 12.0	<input type="text"/>	<input type="text"/>	<input type="text"/>							
LAUNCHER DST DRV TOUR Diamana Red 9.5		<input type="text"/>	<input type="text"/>				<input type="text"/>			
LAUNCHER DST DRV TOUR Diamana Red 10.5		<input type="text"/>	<input type="text"/>							
LAUNCHER DST DRV TOUR Diamana White 8.5			<input type="text"/>	<input type="text"/>						
LAUNCHER DST DRV TOUR Diamana White 9.5		<input type="text"/>	<input type="text"/>	<input type="text"/>			<input type="text"/>	<input type="text"/>		

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