

Leading manufacturer of sporting equipment improves enterprise-wide integration and B2B customer satisfaction

"We are an extremely satisfied with CDI's ERP2Web ecommerce solution that replaced our first generation eCommerce application. ERP2Web is fully integrated with our JD Edwards ERP system and is completely dependable"

"Our focus has shifted from maintaining e-commerce interfaces and validating order data to thinking about what else we can do for our customers. Working with CDI gives us Limitless possibilities.



The Challenge

- Need to replace a high-maintenance first –generation eCommerce solution
- IT strategy demanded real-time integration with JD Edwards
- Small IT staff busy keeping up with the company's high growth rate.

The Solution

- ERP2Web eCommerce Storefront from Computer Discoveries, Inc. (CDI)

The Benefits

- B2B customer satisfaction improved by delivering business efficiencies
- A reduction of call volume enables company to grow fast without adding headcount
- Revenue generated by eCommerce storefront keeps increasing significantly

The Company

Mizuno USA (Norcross, Georgia) manufactures and distributes an award-winning line of sports equipment that its parent company, Mizuno Corporation (Osaka, Japan) has been perfecting since 1906. It measures success in Olympic medals, Major League adoptions, and numerous editor's choice awards.

Divisions of Mizuno USA

The four divisions of Mizuno USA correspond to its golf, baseball/softball, running, and volleyball customer segments (www.mizunousa.com). Keith Neely, VP, Customer Support & Information Technology, was hired to oversee a soup-to-nuts implementation of the JD Edwards EnterpriseOne ERP solution in 2000. Since then, Mizuno USA has doubled its revenues from \$90 million to 182 million. Neely attributes that growth in the excellence of Mizuno products, commitment to an IT strategy of enterprise-wide integration, and eCommerce adoption by our customers.

- Real-time integration with JD Edward's pricing, availability, order creation, address book; credit card integration with payment gateways.
- Robust e-catalog, order and ship confirmation e-mails, cross-/up-sell, coupon, promotion, and featured items; versatile self-administration
- JD Edwards integrated stock, kit, and configured item support; robust Web customer service interface.





Contributing to society through the advancement of sporting goods and the promotion of sports.

We Produce superior quality equipment for serious performance, through the artful combination of technology and craftsmanship. Because, at Mizuno, your passion is our obsession

Challenges

Mizuno's first eCommerce solution was a standalone application, communicating with the JD Edwards ERP system through proprietary interfaces. Unfortunately the vendor had little experience with JD Edwards's applications, and Neely's small IT staff had to hand-hold the vendor's implementation team. Neely says, "It was always a struggle to get it to work, primarily because the interfaces were always breaking. Our Internet Development Manager, Jim Reilly, would come in each morning and have to fix the interfaces before he could do anything else." Mizuno USA has a 12-person staff, four of whom are dedicated to supporting JD Edwards.

"When we began talking about looking for a B2B storefront the second time around, we wanted to make sure it was truly integrated and took advantage of the JD Edward's APIs and data structure. We are such a small department; we don't have time to maintain separate interfaces. We wanted to work with a company that understood JD Edwards too so we did not have to translate for them," Neely says.

The Solution

We found Computer Discoveries, (CDI) through a webinar and immediately saw their value. ERP2Web very quickly became the number one choice for us. From our

investigation, we believe it is the one and only eCommerce solution with true JD Edward's integration," Neely says.

Once the buy decision was made, Neely says, "CDI turned high-level requirements into action plans right away. We didn't have to worry about that piece of the implementation. They managed the project effectively and kept our Mizuno team on track. They were eCommerce experts as well as JD Edwards's application experts. They suggested ways to look at things in application terms and ways to optimize eCommerce for our situation. We got to the point of having a very robust application much more quickly than if we had had to stumble through it on our own."

The ERP2Web Implementation was complete in 60 days. "We were actually shocked because our previous implementation had taken almost 180 days, through the vendor has promised 60 days. We were very impressed to get all the functionality that we wanted so quickly from ERP2Web. The only hitches were that we had not fully defined our requirements, but the inherent flexibility of ERP2Web easily allowed adding and changing functionality," Neely says.

User Participation

Muzino USA has 6,000 active customer base; 720 of them are set up on ERP2Web. They are concentrated on the Golf area, followed by the baseball/softball customers. Neely explains, "Much of our customer base consists of athletic specialty shop. In the Golf Division, they are pro shops and country clubs. In the Diamond, Volleyball, and running Divisions they are team dealers and Athletic specialty shops."

He adds. "They're pretty savvy about our technology. Any tools that we can provide them to help them manage their business better is to their benefit. A lot of our golf customers, especially the pro shops, got on board right away because it gave them a way to keep track of their own inbound inventory electronically. They wanted much quicker access to information, especially the ability to tell whether their order has shipped and link out to FedEx or UPS to see where it is."

The least amount of participation is in the running division. Neely says, "We came late to the table in terms of B2B storefronts in the running industry. We have since made lots of changes that will go live soon, and we expect that segment of our customer base to increase 200-300% after that."

Benefits

"ERP2Web significantly helps customers with fill-in orders," Neely says. The way the apparel and footwear industry works, a customer creates a "Booking" order perhaps six months before the season starts for a large volume of project. During the season, customers place their "fill-in" or "at-once" orders to restock their shelves.

"That's where we need ERP2Web, because that's the highest volume in terms of transactions—lots of little fill-in orders coming in instead of the one big booking order. That's where saw the largest benefit to us in terms of offloading inbound calls to our call center. Customers can go to the web create and view orders for themselves. They can check inventory online, view /print invoices and statements, and link to the carriers for online tracking. ERP2Web is real-time and tightly integrated to our JD Edwards ERP system. It's fantastic," Neely says.

"Increasing revenue was not our main focus; increasing efficiency for our customers was. Customers now have real-time access to all their business information with us. They can go to our Web site and view all aspects of their order real-time do whatever they want, whenever they want, 24x7. Customers have really taken control of their own destiny, if you will."

Reducing call volume allows Mizuno to maintain staff size. "We have doubled revenue since 2000 without adding a single person to the call center. Even our credit department hasn't added anyone in the last two and a half years. Our DSO (Days Sales Outstanding) is down by about five days across all divisions, which means that there are improvements in many areas of the company," Neely says.

Results

The most valuable features to Mizuno's B2B customers (retail partners) are the ones that enable them to support their customer better. Even before they place an order for a consumer, they can check inventory and tell right away if and when that order is going to be fulfilled. Mizuno retail partners can then go to the web and track the order in process.

Neely also points to the flexibility of ERP2Web. Customers have multiple ways to find items in the Web storefront. They can drill down to the e-catalog, use search, work from previous orders, or just key in the item numbers. "Customers have the flexibility without it being complicated for us to maintain.

The customer feels they are getting true personalized service," Neely says. ERP2Web provides a row grid for the e-catalog out of the box, but Mizuno USA wanted a column row Matrix for shoes by size and color. CDI worked with Mizuno to enhance the application, adding the capability to show inventory availability by size and color. Now customers can enter order quantities by size and color which is very important for team orders.

"On the old site, customers had to drill down through 20 pages to get all the information we now can put on one page. Because of the greater usability and dependability of ERP2Web, we brought in more orders in just three months with ERP2Web, than we did in the previous 18 months with the old system. Being so intimately involved in the first-generation eCommerce implementation then going to CDI's ERP2Web eCommerce solution, I feel like we've increased by an order of magnitude our functionality and customer satisfaction," Reilly says.

Neely adds, "Revenue and usage grow year by year. In the first eight months of 2007, we did more in terms of B2B with ERP2web than in all of 2006. With our new release, we expect usage to skyrocket."

"Limitless" Future

Neely describes Mizuno's ongoing relationship with CDI as being "in Product mode. We are constantly updating and enhancing our storefront. We have a dedicated client manager at CDI, and stay in contact on a weekly basis," Neely says.

"Our focus has shifted from maintaining e-commerce interfaces and validating order data to thinking about what else we can do for our customers. Working with CDI gives us limitless possibilities. We are working on an initiative to custom-configure golf clubs on the site. That would drive more of our golf customers to the site and also increase the size of the orders they place, resulting in another reduction in call volume. We are really excited about that, and that is just one of many. We are extremely satisfied with CDI and their ERP2Web eCommerce Storefront."