

CUSTOMER SUCCESS



Everlast KO's Competition With Sage MAS 200 and Ensemble

Boxing greats like Joe Frazier, Sugar Ray Robinson, Mike Tyson, and George Foreman may duke it out in the ring. But they agree on one thing; Everlast products really are the "Choice of Champions™." Since 1910, Everlast Worldwide, Inc., has been the preeminent brand in boxing gloves, mitts, shoes, protective gear and training bags, and currently leads almost all boxing categories in sales.

Everlast men's and women's activewear are sold in more than 20,000 retail locations throughout the United States and Canada. Retailers including Sports Authority, Gart's, Dick's Sporting Goods, Big 5, Macy's, and Nordstrom. Its licensed apparel products generate more than \$250 million worldwide.

System Can't Go Another Round

Until two years ago, the Everlast boxing equipment and apparel businesses had been two separate companies. For eight years the apparel side had run very successfully on Sage MAS 90 ERP and Ensemble Business Software. Sage MAS 90 provided accounting and business management capabilities. Ensemble extended the system with specific features required by the clothing and footwear industry.

The boxing equipment company, however, ran on an antiquated DOS-based program. Purchasing and shipping were slow and unreliable, with inventory tracked by hand on notecards. "One of our biggest retailers threatened to remove our boxing products from their assortment due to poor replenishment records," says Seth Horowitz, Everlast's executive vice president. "So when we took control of the equipment business and merged the two companies, we promised key customers a completely modernized system with end-to-end automation."

Enter the Heavyweights

After considering many alternatives, Horowitz picked a pair of proven winners. "We chose Sage Software and Ensemble because they were working so well for us in apparel," he explains. "Sage MAS 200 ERP has a terrific graphical user interface, which we needed immediately in hard goods. And Ensemble gives us user-friendly access to all vital data, with total visibility to sales, inventory and purchasing information, and seamless integration with Sage MAS 200. It's been a perfect match."

Customer:

Everlast Worldwide, Inc.

Industry:

Sporting equipment and apparel manufacturer, international licensor

Location:

New York, New York

Number of Locations: Five

Number of Employees: 500

System:

Sage MAS 200

- Accounts Payable
- Accounts Receivable
- Inventory Management
- Purchase Order
- Sales Order
- Bank Reconciliation
- Bill of Materials
- Business Alerts

Ensemble Modules

- Apparel Distribution
- Supply Chain Management
- Warehouse Management

CHALLENGE

Obtain an end-to-end system with the power and versatility to manage both equipment and apparel operations and resolve purchasing, shipping and replenishment issues.

SOLUTION

Sage MAS 200 financial and distribution modules in conjunction with Ensemble.

RESULTS

30 percent sales increase without inventory increase; On-time shipping and all orders complete; 3 day fulfillment of auto replenishment orders; User-friendly access to vital data; Easy, accurate financial analysis.

Everlast must maintain up to 48 different options for each SKU, since one item might be available in 12 sizes and multiple colors. Ensemble accounts for these variables within Sage MAS 200 using matrix and nonmatrix formulas. This provides easy, accurate inventory analysis, including time-phased availability reports for balancing future purchase orders and sales orders against stock on hand.

The Sage MAS 200 / Ensemble system gives Everlast the EDI capabilities it wanted for automatic replenishment, advanced shipping notices (ASNs) and electronic invoicing. Customers send purchase orders using an EDI 850 document and receive instantaneous 810 and 856 documentation with shipping data.

"The transformation has been like night and day," says Horowitz. "We now ship nearly 100 percent on time and complete on all orders. We fulfill auto replenishment orders within just three days. Our customers are ecstatic. The same retailer who was going to dump us a year ago now says we're their number one boxing vendor. What a turnaround!"

Because of the tight interface between the EDI, Ensemble, and the Sage MAS 200 Inventory Management module, items are easily maintained in stock without disrupting cash flow to buy unnecessary inventory. Horowitz says the bottom-line benefits are straight out of Business 101. "The faster we get products to the retail floor, the faster they can be sold—and the quicker we get orders for replenishment. We've been able to increase sales by 30 percent in two years without increasing inventory."

Horowitz credits his reseller for an exceptionally smooth implementation. "Thanks to the Ensemble team, we brought the company from the 80s to modern times without skipping a beat—which is unbelievable."

The new system is so successful that Horowitz plans to add new modules in the near future. "Sage MAS 200 and Ensemble are a one-two punch for Everlast," he says.

"They give us exactly what we need to be the Choice of Champions for the 21st century."

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