



**Scorpion Sports Inc.** is dedicated to crafting the world's best protective motorcycle helmets and apparel. Their goal is "to supply premium products for motorcyclists at value prices". In addition, Scorpion Sports is dedicated to providing world class service to their dealers by utilizing the latest in computerized technology for order entry, inventory management, pick, pack and shipping, customer service and order tracking. To accomplish this, they operate an integrated web store that is synchronized to their **Sage MAS 200® ERP** accounting system via **IN-SYNCH™** by **ROI Consulting, Inc.**

Scorpion Sports started in 2004 with 6 employees, in Lake Forest, CA, This core group started the operation from the ground up. Now they have over 400 employees with two U.S.-based warehouses, one located in Lake Forest and one in Louisville KY, and an 810,000 sq. ft. campus in China. To manage this type of growth, and to compete with other manufactures that had been in the business for over 30 years, Scorpion Sports realized that they needed an automated way for their dealers to place orders, check inventory status, and track orders.

Scorpion Sports selected **Sage MAS 200® ERP** and their Sage Software business partner **Blytheco, LLC** in 2007. When it came time to invest in their on-line web store, they asked Blytheco to help them identify the right solution. Without hesitation, Blytheco recommended **websitepipeline.com** for the website store developer and **IN-SYNCH** for the integration to the accounting. Having worked with ROI Consulting, Inc. and the **IN-SYNCH** application since 1999, Blytheco, LLC was well-aware of the excellent synchronization capabilities this product allows. Blytheco works with websitepipeline.com for new website development since they offer the best of both worlds: a database-driven website that utilizes full eCommerce capabilities and full integration with **MAS 200** using **IN-SYNCH**. Accepting the recommendation was a "no-brainer" for Scorpion Sports.

Before the development of the integrated website, Scorpion Sports' website was "just a place to see pictures and read about our products." It was a static website. Their dealer base had to either fax or phone in their product orders. Orders would stack up on the inside sales representative's desks until they were able to enter the orders. It could take up to 24 hours for orders to ship from the warehouse. Orders were subject to the inevitable human error associated with data entry, and the sales representatives were frustrated that they were not able to do more proactive selling.

The launching of an integrated eCommerce site, also in 2007, allowed Scorpion Sports dealers to place orders 24/7. Now, no human intervention was required for an order to be entered in **MAS 200**. As soon as the order was entered via the web shopping cart, it printed directly in the warehouse for shipping. This eliminated the need for the inside sales representative to enter orders. It sped up the shipping process allowing orders to ship the same day. The website also selects the warehouse based on geographical location of the dealer. Again saving transit time as well as freight costs, with no human intervention from Scorpion Sports employees. This allowed the sales representatives to be more proactive, and bring more dealers on board selling Scorpion products. The site also gives backorder and order status, invoice history, sales order history, order tracking. Use of this integrated solution, allowed Scorpion Sports to greatly increase their customer satisfaction, and now they are proudly, #4 in customer satisfaction, versus some of the competing companies who have been in business for a long time.

The integrated eCommerce site also allowed them to service the retail market for customers who don't have a dealer close to them -- allowing Scorpion Sports to increase market share. In addition, the new site allowed them to adapt to the way that some of their dealers wanted to do business, placing several drop shipments every day. This alone saved 40-80 calls per day and improved dealer satisfaction.

Another innovative way that Scorpion Sports plans to use **IN-SYNCH** is to allow dealers with dealer management systems to upload a file with all of their order information each day. This level of convenience for the dealer will attract them to do business with Scorpion Sports.

To learn more about **IN-SYNCH** visit [www.roi-consulting.com](http://www.roi-consulting.com).

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