BED|STÜ: Supporting Growth with Softengine and SAP Business One®

Picture Credit

Customers in 16 countries around the world love the footwear and accessories made by BED|STÜ. BED|STÜ started in a small Los Angeles warehouse in 1995 with only three employees. Over the years, the company has experienced meteoric growth, and in addition to its home office in Camarillo, California, BED|STÜ maintains an office in China, a production factory in Mexico and showrooms in the U.S.. For many years, BED|STÜ entrusted its business operations to an entry-level ERP system, a very basic accounting program, and a third-party payroll system. Eventually, lack of integration between these systems meant that redundant, manual processes were usually needed to enter information, which led to other issues. Additionally, the legacy systems couldn' t support integration with an e-commerce application for online sales.

BED|STÜ evaluated a number of options and one stood out above the rest, especially in terms of features, functionality, integration and scalability – the SAP Business One® application. To install the application and create a series of customizations to fit it to the company's unique requirements, the company chose Softengine. Now BED|STÜ has integrated systems that help it operate faster than ever before.

softengine
Taking your business to the next level

BED|STÜ®

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BED|STÜ integrates e-commerce and invoicing

Company
BED|STÜ

Headquarters
Camarillo, California

Industry
Consumer products

Products and Services
Shoes, leather, accesories

Employees
300

Web Site
www.bedstu.com

Partner
Softengine
www.softengine.com

Objectives

- Deploy a business solution that integrates with e-commerce
- Create a solution that supports omnicommerce
- Automate the flow of receivables and credit approvals
- Automate every step in the invoice generation process

Why SAP

Features, functionality, integration, and scalability of the SAP Business One® application

Resolution

- Deployed SAP Business One, integrating the application with other solutions throughout the company
- Engaged Softengine to deploy the application and create custom extensions for the business

Benefits

- More-effective tracking of every part of the operations in real time
- Better management of each facet of the omnichannel strategy
- Improved visibility into inventory at every location with instant access to sales, customer, and production data
- Improved ability to make better decisions and better manage the growth process

20%
Growth without increasing staff

Saved
Time with automation of invoice generation

"SAP Business One and the support of Softengine has enabled us to grow by 20% without having to add any staff. The level of automation we now have is awesome!"
Nora Orozco, President, BED|STÜ

SAP Business One

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