



SOFTENGINE SAP BUSINESS ONE CUSTOMER SUCCESS STORY

StyleWest

SAP® Business One Positions Fashion Wear Company for its Next Growth Stage



COMPANY PROFILE

Name: Sengstaken Enterprises Inc., DBA StyleWest

Location: Oxnard, California

Industry: Wholesale distribution

Products and services: Specialty fashion footwear and accessories

Website: stylewest.com

“SAP Business One really unified StyleWest; it pulled together all our different departments and functions under one umbrella.”

**Dave Sengstaken,
President, StyleWest**

With growth came challenges. StyleWest was founded as a marketing and public relations agency in 1998, but the company principals soon decided to expand into sales and distribution. The Oxnard, California, company supplies flip-flops, swimwear, and coordinated rainwear to high-fashion retailers across the United States. But while the company was making a big splash in chic circles, behind the scenes it was mired in an IT swamp.

Faced with inefficiencies, multiple instances of software, and unconsolidated data, StyleWest management decided it was time to take action.

“We had two goals in mind,” says the director of operations at StyleWest. “We needed a system that was professional and based on generally accepted accounting principles.”

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Challenge

- Upgrade an outgrown legacy IT system
- Develop a consolidated view of the company
- Provide a single source of data for all departments
- Prepare for future growth
- Implement a professional software application incorporating generally accepted accounting principles (GAAP)
- Unify the company under a single database
- Implement a software application that would grow with the company for the foreseeable future
- Multiple instances of Intuit QuickBooks Premier

Solution

- SAP® Business One application
- 1-month implementation, including user training
- Minimal customization

"As we continue to grow, SAP Business One will keep up with us and enable us to manage that growth without any surprises."

Dave Sengstaken, President, StyleWest

Benefits of SAP® Business One



Unified company database



Improved customer service



Applied GAAP to financials



Provided for future growth

One platform for the entire company

StyleWest leadership wanted software that had one database that could support multiple divisions. It had to allow the company to run reports and view each division individually, review its merits, and make decisions accordingly, and then look at the big picture of the company as a whole.

After considerable research, StyleWest decided SAP Business One was going to be the most easily expandable and flexible solution to work with.

The SAP Business One expert

Softengine was able to demonstrate to the people at StyleWest that SAP Business One takes care of a very high percentage of their needs right out of the box. When StyleWest made their decision they wanted to implement it as soon as possible.

"Softengine was there to hold our hand and listen to our concerns, both from a budgetary and a customization standpoint," said StyleWest's director of operations. "Softengine staff adapted their schedule to fit with what we were trying to accomplish. They were very flexible and really tried to have our best interests in mind in installing and tailoring the system to our needs."

Doing what the competition couldn't

"All the other competitors were very skeptical that this implementation could be done in such a short period of time," adds StyleWest's president. "And that was Softengine's shining success, meeting the time frame that it had committed to."

StyleWest's company management appreciated the fact that SAP Business One supports best practices within the industry with minimal customization. Coordinating with Softengine, management staff worked to create a clear implementation outline that established the minimum customization possible while still tailoring those top areas where a very quick payoff might result.

GAAP compliance and file consolidation, all under one umbrella

StyleWest now had a software package that was in line with their internal GAAP principles. This was good for both StyleWest and the banks which would enable continued company growth.

With SAP Business One also came a new consolidation of the files from sales, marketing, distribution, and accounting. All that information was now in one database that each department could access as required. In trans-departmental discussions, everyone is now literally on the same page.

As far as growth is concerned, the sky is now the limit at StyleWest. As they continue to grow, SAP Business One will keep up with them and enable them to manage that growth without any surprises.