

REFERENCE CASE SLAM

ADVANCED TECHNOLOGY SPORTSWEAR

The history of SLAM starts in 1979. Tired of being wet, cold and often sun burnt, a small group of friends – true sailing fanatics – decided to develop an apparel line that could substantially increase sailors' comfort and performances. The passion for research and innovation, along with sales and customers' appreciation have been on the rise ever since. All this has contributed to making SLAM the line of technical apparel chosen by some of the top performing athletes including Russel Coutts (3-time winner of the America's Cup) and Alessandra Sensini (Olympic Champion).

Nowadays, SLAM employs 173 people, has 55 flagship stores, has 1400 official dealers and sells 1,470,000 garments per year worldwide.

“A BIG ADVANTAGE OF CHOOSING FOR DYNAMICS NAV WAS THE AVAILABILITY OF PEBBLESTONE FASHION”

CHANGE OF WINDS

In 2006 SLAM's new CEO started a major project to completely change the organization of the company. He decided that the best thing to do was to implement a completely new

ERP system. Back then SLAM had a custom-made ERP software. Though it was sufficient in the old days when SLAM was a family business, it could no longer support the ever growing international company. Especially because it was very hard to get management data out of the system and the CEO was used to running a company by making decisions based on the results stated in the (daily) reports of a company's ERP system.

SLAM asked a consultancy firm to make an analysis on ERP solutions available in the market. Based on the analysis of four different ERP systems (SAP Business One, Microsoft Dynamics NAV and JD Edwards), SLAM chose for Dynamics NAV. “The choice for Dynamics NAV was made because of the better price level and the fact that customizations can rather straightforwardly be made”, says Marcello Bocci Prato, responsible for planning & controlling at SLAM and in charge of the project. “Another big advantage of choosing for Dynamics NAV was the availability of Pebblestone Fashion® with its specific functionalities. As it can handle colors and sizes, the most important dimensions in our business.”

SLAM had already connections with Altea, Pebblestone International's Italian Partner, as they together have sponsored a sailing team. The choice for Altea to implement Dynamics NAV and Pebblestone Fashion was thus easily made.

INTEGRATION

The project was divided into two levels. First level was to substitute the old ERP software and, for the first time in SLAM's history, implement a



SLAM

warehouse management system. The second level was to connect both systems.

"In the old software the different departments were not linked together. Only sales, warehouse management and accountability were handled through the old software", says Marcello. "For instance, purchasing was handled outside the system." Being a fashion company SLAM first implemented the purchasing modules of Dynamics NAV and Pebblestone Fashion, as purchase orders are handled 6 months or 1 year ahead. Secondly remote sales was implemented to support the many consultants and agents abroad. The second level of the project was the connection between the ERP and warehouse management systems.

"WITHOUT PEBBLESTONE FASHION SLAM COULD NOT HAVE DOUBLED ITS REVENUE"



CUSTOMIZATION

"Our products are high-end and very high-tech, and we have several quality checks throughout the entire cycle from design to the first sample, second sample, production and delivery to the customer", says Marcello. "Having more than one quality check and the handling of many customer returns are not standard within Dynamics NAV." Because of all the specific requirements, SLAM needed a system that has a lot of the functionalities needed and at the same time be flexible in making adjustments possible where needed. "Dynamics NAV and Pebblestone Fashion have well facilitated the required customizations", adds Marcello.

MAJOR IMPROVEMENT

"Most processes are automated now, and we are very happy with the way this is done in Pebblestone Fashion. Having purchasing and sales integrated in one system, is really a major improvement for us", says Marcello. He adds: "The last 2 years SLAM's revenue has doubled. Without Dynamics NAV and Pebblestone Fashion this could not have been realized."

"During the project Altea has been a great partner and has done a good job", says Marcello. "We have a good relationship with each other."

FUTURE

Because of the current infrastructure and setup SLAM will be able to grow as fast as possible. The Dynamics NAV / Pebblestone Fashion infrastructure will not be a restriction, but an engine for growth. "When another fashion company would ask for a good and solid ERP system, I would definitely recommend Pebblestone Fashion", says Marcello.

SLAM will give input to Pebblestone Fashion to help improving the product and develop new features and functionalities.

FACTS & FIGURES

Company:
SLAM S.p.A.
Genova, Italy
www.slam.com

Brands:
Slam

Industry:
Apparel, footwear, sailing accessories and golfing accessories

Activities:
Wholesale Own Brand

Concurrent users:
40

Solution:
Remote sales, logistic service provider, extended calculation and queue posting.

Most significant improvement:
Everything is organized within one system, whereas the TCO will go down.

Implementation Partner:
Altea S.p.A.
Italy

PEBBLESTONE INTERNATIONAL

Postal address:
P.O. Box 4276
3006 AG Rotterdam
The Netherlands

Phone:
+31 (0)10 266 76 00

Fax:
+31 (0)10 266 76 01

E-mail:
info@pebblestonefashion.com

Web:
www.pebblestonefashion.com

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