



PROFITABLE GROWTH FOR OUTDOOR BRANDS

Level the Playing Field
Using Cloud ERP





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Read Time: 6 minutes

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Introduction

In the competitive outdoor industry, the keys to business success are constant innovation and accurate insight into customer behavior and market trends. Far too often however, small and midsize organizations are forced to dedicate crucial personnel to IT and managing multiple disparate systems instead of driving the business. In order to better compete, these companies need a reliable, integrated and easy-to-use ERP system.

As outdoor brands experience rapid growth and expand around the globe, they require a platform that delivers scalability, agility and

flexibility with the advanced functionality to support this growth with a real-time, unified view of business performance across markets. Cloud ERP systems can change the equation.

Nearly half of all Americans, 49 percent, participated in an outdoor activity at least once in 2017. This equates to 159.6 million participants, who went on a collective 10.9 billion outdoor outings, according to the Outdoor Foundation's 2018 Outdoor Participation Report. With such a growing market, outdoor businesses shouldn't let their aging ERP systems limit their opportunities and eat up time and resources.

Taking your systems to the cloud lets you focus on your business rather than your software. You don't have to dedicate valuable IT resources to keeping business systems on life support. Instead, you can re-deploy them to focus on more strategic business initiatives while leaving your cloud ERP vendor to worry about scalability, security, uptime, application maintenance and system upgrades.

With a cloud solution that unifies core processes, personnel can focus on delivering superior products, value and customer experiences.

Technology Challenges for Outdoor Brands

- Outdoor brands typically have a wide range of disparate systems that limit visibility into business operations, can't grow with the business and demand significant IT resources to simply keep these systems up and running.
- Disconnected systems can also create costly delays while a lack of integration with CRM leaves customer records out of date and inaccessible, impacting customer loyalty.
- Legacy systems are not agile enough to allow outdoor brands to react to and capitalize on changing market conditions and advancements like globalization and consumer-like B2B experiences.

- Integrating separate software for sourcing, fulfillment, inventory, accounting and customer service produces no value, and instead introduces unnecessary complexity and inefficiencies requiring costly IT resources, increases errors throughout business processes, provides little visibility into available-to-promise inventory, and decreases accuracy and business efficiency.

Solution of Choice for Fast-Growing Outdoor Companies

Generally speaking, experts and analysts consider cloud technology a compelling option for almost all companies. In early phases, the smallest companies often make do with manual record-keeping and point solutions such as QuickBooks for accounting. For businesses of all sizes, cloud technology provides scalability for growth and the flexibility to address a range of business scenarios, channel strategies, customer types and supplier and partner networks.

Cloud adoption is on the rise. For example, by 2020, anything other than a cloud-only strategy for new IT initiatives will require justification at more than 30% of large-enterprise organizations.¹

¹Predicts 2017: Cloud Computing Enters its Second Decade

Leading Outdoor Brands Reaching New Heights in the Cloud

Chris Tamucci

Director of Operations, Big Agnes



Dino Dardano

President, Hestra USA

HESTRA

“There’s no question that NetSuite has facilitated our high level of growth. NetSuite lets us get the back-office out of the way and focus on our core mission.”

“NetSuite is the core backbone of our company and has supported our dramatic growth since we first went live.”

Dana Gleason

Co-founder, Mystery Ranch



Ben Irving

Chief Operating Officer, Mons Royale



“With NetSuite everything works together—our financials, manufacturing, inventory, distribution and ecommerce. It’s very intuitive and cloud-based, and we avoid the high cost of integrating a bunch of siloed systems.”

“The NetSuite solution gives us the power to successfully run the business so we can focus on growing this company we love. That ultimately motivates all of us.”



“The biggest benefit of NetSuite is scalability and how we can grow so quickly with it. It’s leaps and bounds beyond what we could do with our own network and software.”

Greg Kish

Director of Sales and Marketing
Slingshot Sports

Cloud-Based Applications Level the Playing Field

The expansion of outdoor specialty products into a wider range of retail outlets and direct-to-consumer sales channels means that small and midsize companies can find themselves competing with multinational giants for shelf space and customer loyalty. The biggest brands have vertical and horizontal integration advantages that can be nearly impossible for smaller contenders to match.

Cloud-based business management suites level the playing field with access to detailed supply chain and demand planning insights that were previously available only in robust on-premise ERP systems. A firm command of costs, margins and availability throughout the supply chain is what gave a few elite companies a competitive advantage in past decades. Innovative outdoor brands adopting cloud computing now have that same power.

A Path to Sustainable, Profitable Growth

Because cloud solutions are designed for the internet, unlike conventional on-premise solutions, they make it easier to grow and reach customers through new and emerging channels, all while keeping employees

productive and costs low. Slingshot Sports, a manufacturer of watersport products, has run its entire business on NetSuite since going live in 2007. The company took advantage of the integrated cloud-based business platform to provide visibility into its financial, customer, pipeline and inventory information, allowing the company to improve efficiencies and make data-driven business decisions.

Mystery Ranch, Hestra USA, Mons Royale, Big Agnes and Slingshot Sports are just a few examples of leading outdoor businesses that have been able to support successful growth with NetSuite.

The key to success in the outdoor industry is sticking to your company's enthusiastic vision. A cloud ERP solution ensures that a business never has to compromise on those foundational principles by becoming a victim to cumbersome and costly technology. Cloud technologies can help create a path to sustainable, profitable growth and limitless scalability, from the days of grassroots awareness and reputation-building to becoming a household name.

Run Your Outdoor Business Better in the Cloud

NetSuite helps outdoor brands integrate suppliers, customers and inventory without the headaches and inefficiencies of disconnected and costly in-house IT systems. Companies can focus on growing the business with a single platform for finance, order and inventory management, ecommerce and more.

NetSuite is helping fast-growing outdoor companies improve performance by:

- Providing a real-time, 360-degree view of the business by seamlessly integrating financials, CRM and ecommerce, thereby empowering businesses to manage their interactions directly with consumers, other businesses and trading partners.
- Improving supply chain operations with integrated inventory and order management, and building demand forecasts with real-time data, reducing excess inventory or the risk of stockouts.
- Allowing data to flow seamlessly to wholesale distributors and their trading partners, ensuring communication is in lockstep with the same data, audit trails and real-time accuracy at every stage with the help of complementary solutions from NetSuite partners for electronic data interchange.
- Managing all omnichannel interactions with customers.
- Sharing container, pallet, location, forecasting, scheduling and unit-level data with stakeholders, while collaborating on a common cloud platform.
- Providing transparency, responsiveness and visibility to customers through the front-end ecommerce solution.
- Providing mobile personnel and field sales with anywhere, anytime access to business data, improving sales effectiveness and customer service.

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