

johnnie-O

Drives agility and scalability with
fashion-specific technology

Industry

Apparel, Clothing

Challenges

- » Misaligned software limited inventory control and desired growth.
- » Increasing business complexity made it difficult to gather real-time insights.
- » Project management, production, design and accounting were tracked manually.

Benefits

- » Gained greater inventory visibility to understand shortages, communicate proactively with customers and reduce costs.
- » Enhanced customer experience with flexible ordering and earlier shipping to increase and pull forward sales.
- » Improved customer experience, especially during peak seasons, with a single source of truth and real-time data.
- » Streamlined warehouse management allowed them to scale.

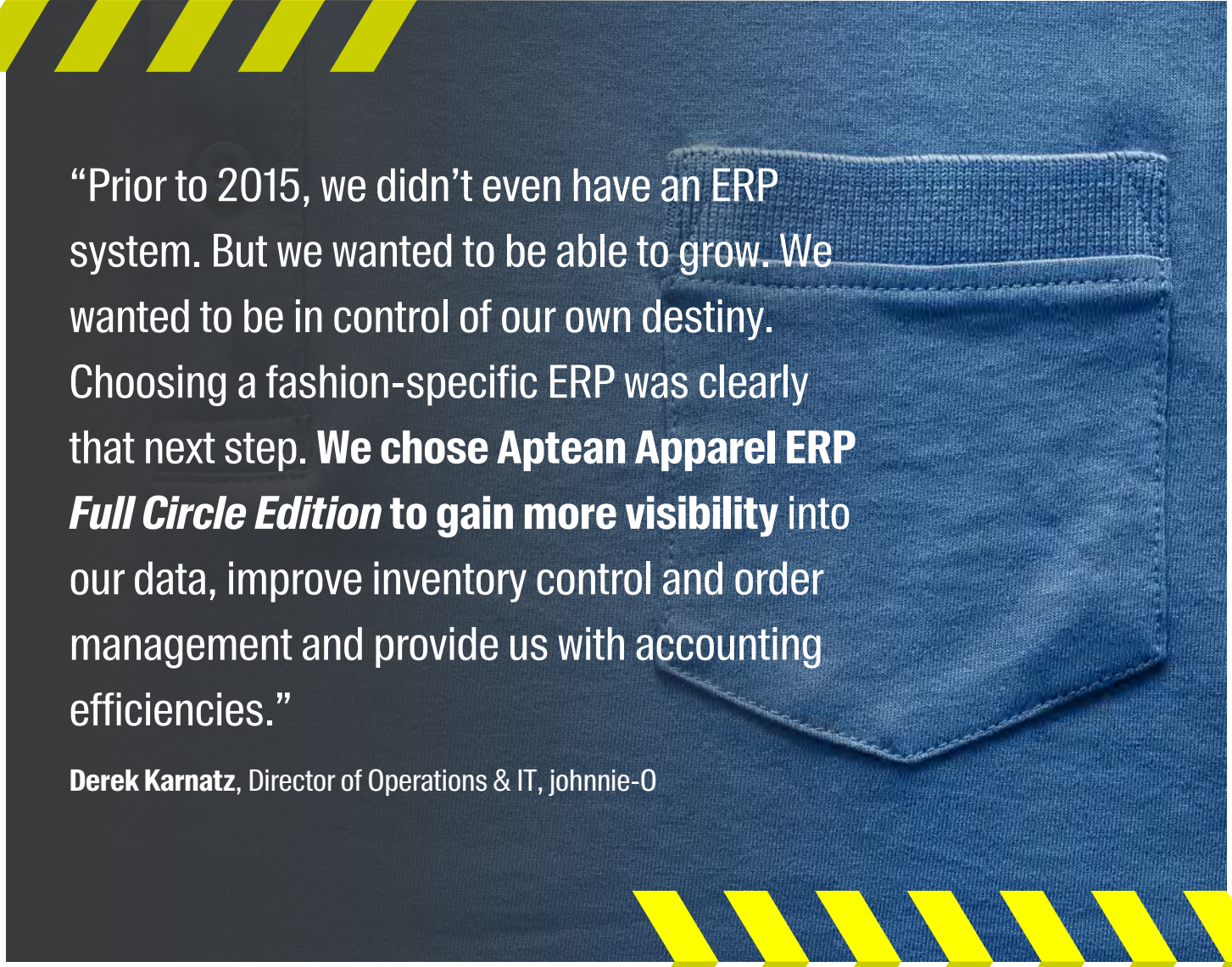


Started by John O'Donnell in 2005, johnnie-O is a branded lifestyle apparel company that combines east coast classic with a California vibe. The company's patented add-on features like the "Tweener-Button®" and focus on high quality have brought the vision of West Coast Prep® to life. With its seasonal, golf and collegiate collections, johnnie-O continues to innovate and define that modern, enduring style that customers love.

O'Donnell was initially inspired to create more stylish clothing options for his golf buddies. His brand creation, johnnie-O, started off as a small clothing company and experienced rapid growth in 2012. By 2015, the company grew to more than 70 employees and three locations.

The Situation

At first, johnnie-O wasn't even using an Enterprise Resource Planning (ERP) system. As a smaller company, they had originally implemented a Warehouse Management System (WMS) for order entry and inventory control, which worked for a little while until the team began feeling the limitations in their day-to-day operations and planning abilities. The WMS wasn't designed to provide the capabilities they needed for better visibility into available to sell (ATS) inventory and work in progress (WIP).



“Prior to 2015, we didn’t even have an ERP system. But we wanted to be able to grow. We wanted to be in control of our own destiny. Choosing a fashion-specific ERP was clearly that next step. **We chose Aptean Apparel ERP Full Circle Edition to gain more visibility** into our data, improve inventory control and order management and provide us with accounting efficiencies.”

Derek Karnatz, Director of Operations & IT, johnnie-O



Both the production and design teams relied heavily on manual spreadsheets to track their operations. For accounting, johnnie-O used QuickBooks, but it lacked the integrated features of an ERP system and was not designed for fashion and apparel brands. The team knew they needed these real-time insights to increase efficiency and improve the customer experience.

The company's board recommended adopting an ERP system to operate from a single source of truth, automate processes and drive business growth. The RFP process helped Director of Operations and IT, Derek Karnatz, and the team narrow their options to two fashion-specific ERP solutions. Ultimately, johnnie-O chose Aptean Apparel ERP *Full Circle Edition*.

Karnatz also recognized that a fashion-specific ERP would provide the most out-of-the-box functionality to manage the nuances of an apparel business. “We didn’t want to have to go in and do our own programming to meet our needs. Aptean Apparel ERP *Full Circle Edition* provided the most benefit to us, plus the ability to visit the headquarters in person and get hands-on training was very appealing.”

The Solution

Once the implementation process began, Karnatz and johnnie-O were immediately impressed with Aptean's Customer Success team: "I really felt like they were invested in the success of the implementation. The Aptean team had a testing protocol checklist and they were helping to really drive that on our behalf, which was key to our success. I think that was instrumental in making the rest of the johnnie-O team feel invested and that we were being taken care of with this software solution," noted Karnatz.

"It wasn't just a sales transaction. It really was a partnership at that point. It was invaluable."

Derek Karnatz, Director of Operations & IT, johnnie-O

Karnatz summarized what ERP has helped johnnie-O accomplish in two words: "Agility and scalability. With Aptean Apparel ERP *Full Circle Edition*, we were given so much more inventory visibility and the ability to control our order pool management on a day-to-day basis."



"We could literally move the point of sale (POS) and we could see the impact. We could understand the orders and communicate proactively to our customers. That would not have been possible without Aptean Apparel ERP *Full Circle Edition* and its scalability."

Derek Karnatz, Director of Operations & IT, johnnie-O

Additionally, Aptean Apparel ERP helped enable johnnie-O to find the right balance in terms of head count and efficiency. The capabilities and best practices within Aptean Apparel ERP helped the johnnie-O team perform cost-benefit analyses, rethink workflows and decide how to automate existing business processes most effectively. Karnatz explained, "Without having a system in place that already has some of those workflows, it would have been a lot more challenging."

Building on their early successes, the johnnie-O team has come to depend on Aptean. As the business continues to grow and add new systems, Karnatz always looks to Aptean first.

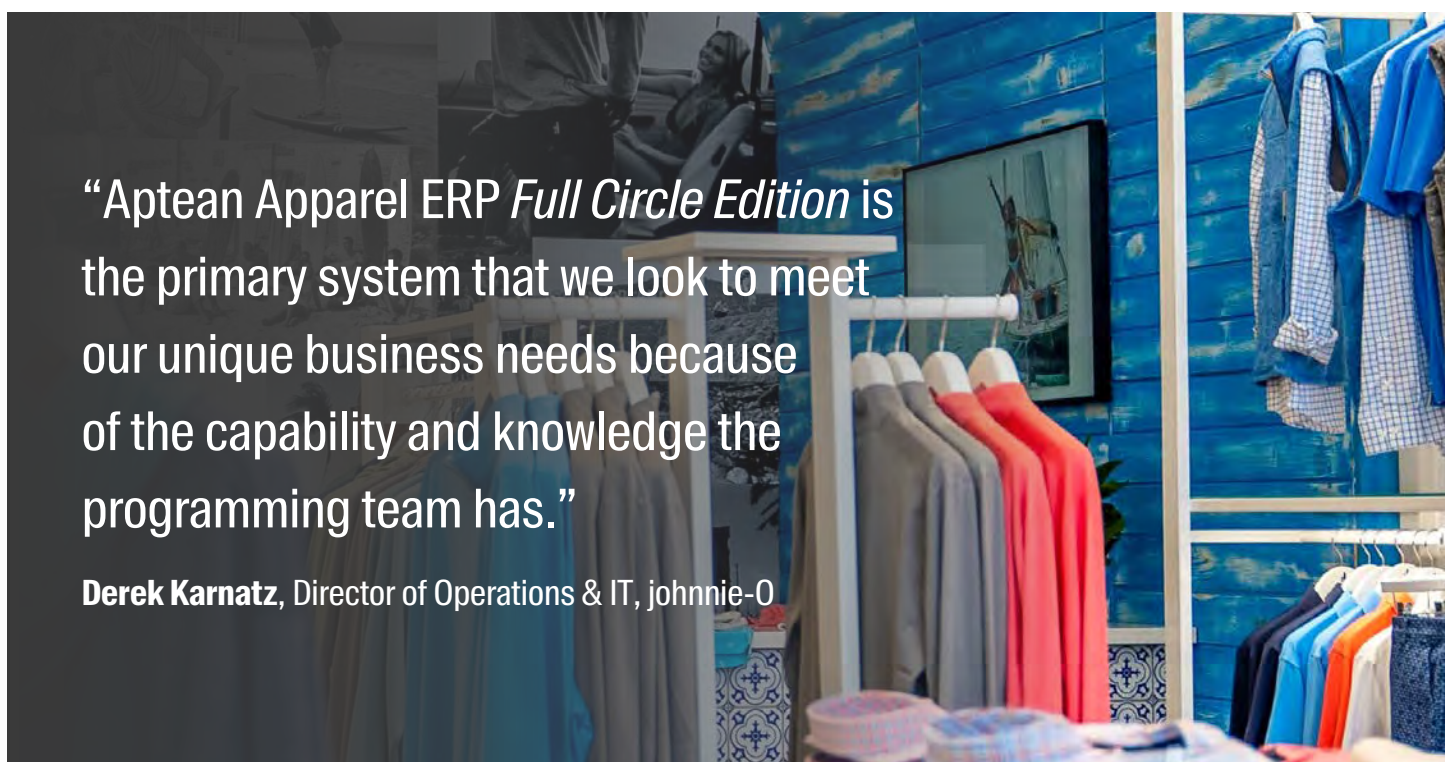
As a result of adopting Aptean Apparel ERP, johnnie-O experienced several important benefits:

- › Gained greater inventory visibility for order management
- › Improved their customer experience, especially during peak seasons
- › Automated the order and invoicing processes for special-order items like embroidery and licensed apparel
- › Leveraged actionable insight into warehouse operations

Aptean Apparel ERP delivers real-time visibility into inventory levels and provides johnnie-O staff with insights into business operations. These insights help them better understand their business, refine and optimize internal processes, and negotiate with potential partners. Karnatz noted, “Aptean Apparel ERP really helped us when we had to move warehouses, we were able to understand our own business going in and identify we have a million units to account for. Obviously, the warehouse partner was very keen on understanding what the business is like and where they’re going to make their money. Having that data available at our fingertips was really critical in being able to confidently go to that warehouse and make that partnership work. The information from our ERP gave us confidence that we negotiated the best contract possible based on our business model.”

Greater insight into data has enabled many efficiencies throughout the business. With improved visibility into ATS inventory and future WIP, the johnnie-O team has gained better understanding of shortages, improved customer communication and reduced order processing costs.

Customer-centricity is a core value at johnnie-O, so the company makes the sales and ordering process as flexible as possible. Customers are free to edit their orders, changing styles as needed right up to the start date for the order. Once an order has been dispatched for the warehouse, styles and quantities are locked. Giving customers flexibility to make last-minute changes to orders can create extra complexity, but johnnie-O staff stays on top of fulfillment because Aptean Apparel ERP provides real-time visibility into both orders and inventory. Aptean Apparel ERP helped enable the team to get ahead of their busy golf season by providing better visibility into the order pool and shipping early to stimulate business.



“Aptean Apparel ERP *Full Circle Edition* is the primary system that we look to meet our unique business needs because of the capability and knowledge the programming team has.”

Derek Karnatz, Director of Operations & IT, johnnie-O

With greater efficiency throughout their operations, johnnie-O was also able to expand partnerships with the MLB, NCAA and others to offer licensed apparel to customers and open additional revenue streams.

There's no question that Aptean Apparel ERP helped embolden johnnie-O to prepare and adapt to future business goals. Karnatz expressed confidence the system can grow and scale with johnnie-O as they look to expand across clothing lines and geography.

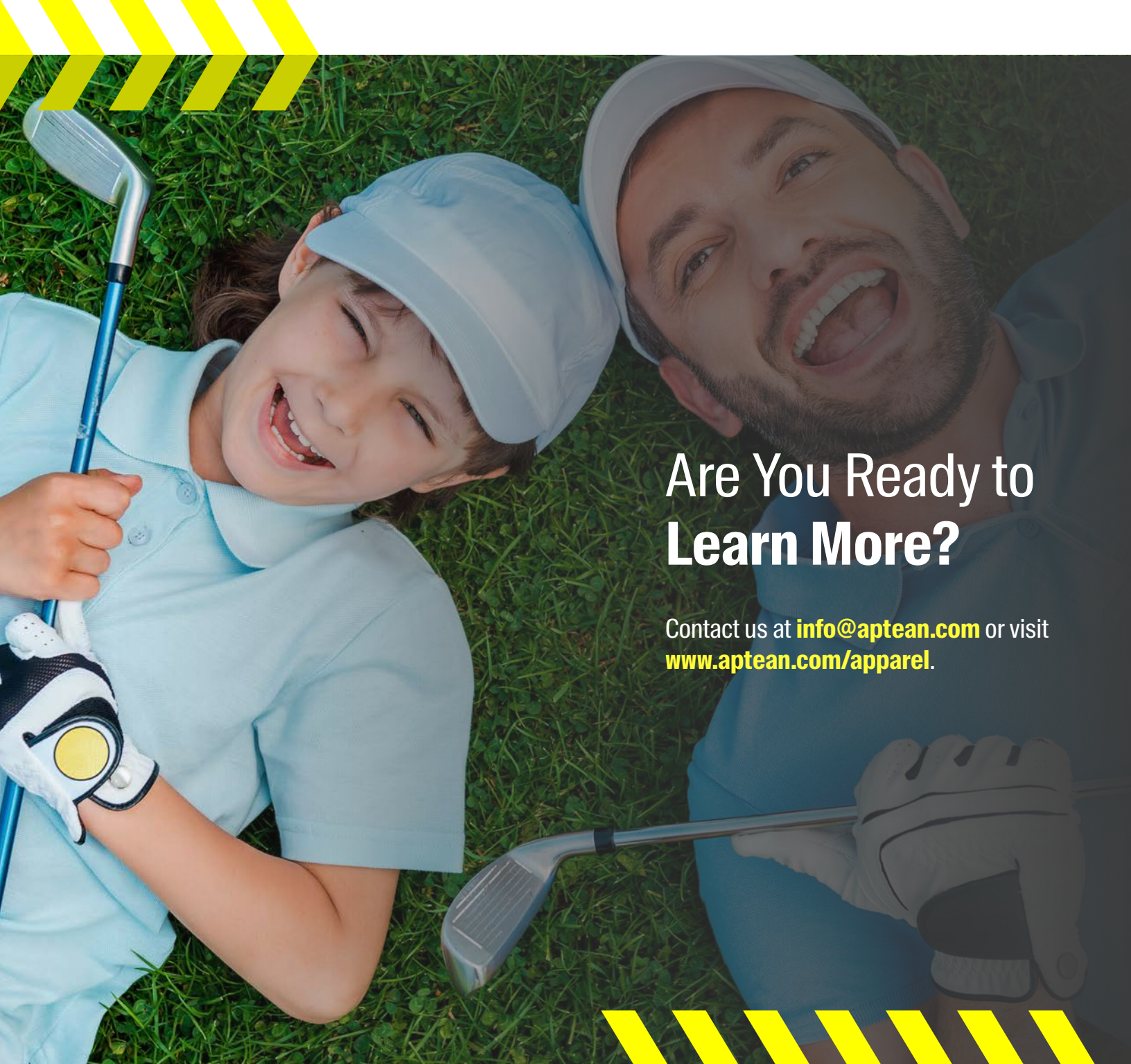
"Aptean Apparel ERP *Full Circle Edition* is pretty impressive in terms of the overall strength that Aptean has, the bandwidth and the resources behind it. I'm definitely happy with our Aptean journey and recognize all the successes that our business has been afforded because of our partnership."

Karnatz offered some words of wisdom to other apparel companies that may be considering Aptean Apparel ERP, "You have to be responsible for making the system work just as much as Aptean – make sure you're involved in it and understand how it works for your business." To quote johnnie-o, "It's all about the 'Journey' and the experiences along the way that define our style." With an agile and scalable fashion and apparel ERP on your side, anything is possible.

A photograph of three men on a golf course. The man on the left is wearing a dark blue polo shirt and dark pants, looking towards the other two men. The man in the center is wearing a white polo shirt and khaki pants, holding a golf club and looking at the man on the right. The man on the right is wearing a light blue polo shirt and khaki pants, holding a golf club and looking back at the man in the center. They are all smiling and appear to be in conversation. A golf bag on a cart is visible in the background.

"Golf really starts up in March, but we start looking through the January order pool early to see what we can start shipping right away. Without Aptean Apparel ERP *Full Circle Edition*, we wouldn't be able to do that and it really helps stimulate business. Our customer gets to **sell those products sooner and then hopefully, we get additional sales.**"

Derek Karnatz, Director of Operations & IT, johnnie-O



Are You Ready to Learn More?

Contact us at info@aptean.com or visit www.aptean.com/apparel.



About Aptean

Aptean is one of the world's leading providers of purpose-built, industry-specific software that helps manufacturers and distributors effectively run and grow their businesses. With both cloud and on-premise deployment options, Aptean's products, services and unmatched expertise help businesses of all sizes to be Ready for What's Next, Now®. Aptean is headquartered in Alpharetta, Georgia and has offices in North America, Europe and Asia-Pacific.

To learn more about Aptean and the markets we serve, visit www.aptean.com.