

REBEL8

Optimizes Warehouse and Inventory
Management for Continued Growth

Industry

Apparel, clothing

Challenges

- » Entry-level accounting system limited insight and growth
- » Inefficient, manual warehouse operations
- » Disparate systems hindered visibility into inventory and sales
- » Unreliable EDI system jeopardized ability to do business with major retailers

Benefits

- » Gained real-time data visibility for accounting and inventory management
- » Automated warehouse operations with UPC generation and maintenance
- » Improved visibility and measurement of sales KPIs with a single source of truth
- » Achieved EDI compliance, allowing the company to scale and grow

REBEL8



In 2003, Josh Draper founded REBEL8 with just \$500. Working out of his small San Francisco studio apartment, he was on a mission to deliver authentic clothing featuring original artwork that merged graffiti, punk and tattoo cultures. Just over 5 years later, he built a streetwear company that shipped apparel to stores across North America, the UK, Europe, Australia and China.

With its signature 8 logo, REBEL8 grew organically over the years. The company moved to Los Angeles in 2013. At various points throughout REBEL8's growth, Josh has, "done everything that there is to do in this business from top to bottom—from warehouse operations and janitorial tasks to accounting and CEO duties."

The Situation

In the company's early days, Josh was able to use QuickBooks to perform basic accounting tasks like tracking income and expenses. As REBEL8 grew more complex, he utilized add-on components and solutions from third-party vendors to meet new operational and management needs. But the company still didn't have the visibility needed in financials, inventory or warehouse operations. REBEL8 needed a more powerful, fashion-specific Enterprise Resource Planning (ERP) solution.





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Josh D., CEO, REBEL8

Photo Credit: REBEL8.com

“I think there comes a point in time for every apparel brand, that if you’re trying to run a successful business and grow, it is impossible to do so without a fashion-specific ERP system. Without it, it’s almost like putting bandages on a wound,” said Josh.

In addition to wanting more visibility into the business, Josh knew REBEL8 needed a system that would help them with Electronic Data Interchange (EDI) compliance. Josh said, “We were doing a lot more business with major retailers and they required EDI compliance to accept and send orders. At the time, our system was pretty awful and I wasn’t happy with it. I knew there had to be something better.”

As REBEL8 began its search for the right ERP system, Josh reached out to other apparel companies for recommendations. “I remember thinking they have the money to choose anything they want. And when I asked around, Aptean Apparel ERP *Full Circle Edition* kept coming up as the *crème de la crème*. That’s when I said, let’s make the move to do this,” recalled Josh. Another positive factor was REBEL8 could start off with Aptean Apparel ERP *Full Circle Lite Edition* which was more cost effective than other ERP systems on the market—but had the option to scale to the enterprise license to meet the demands of future growth if needed.

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The Solution

The implementation process began with a kickoff meeting at Aptean's headquarters to talk about REBEL8's business. Josh came prepared with best practices he'd learned from some of his peers about how to structure SKUs for example and generally set up REBEL8's Aptean Apparel ERP for long-term success. "I knew exactly all the things that I needed to investigate internally before it went into the Apparel ERP system. I knew I didn't want to start with bad data," said Josh.

From there, Aptean worked with Josh to get everything ready: "The professional services team was very helpful. I was always able to hop on a phone call or send an email," he recalled. "Technical support was always responsive within 24 hours, which was cool because I remember that initially I needed a lot of hand holding. I had a lot of questions about a lot of things including every module and system terminology to make sure that Aptean Apparel ERP was lined up with how I run my business. Now, I only have to contact support maybe once or twice a year."

The teamwork between REBEL8 and Aptean to go-live on the system correctly is paying off. Josh explained, "I use Aptean Apparel ERP on so many levels—obviously for the accounting portion—but I really look at the data that goes in there to make decisions on the business. I look at it like I look at our P&L statement, at least every couple of days, just to see how things are tracking and that everything is reconciled."

There's no question that Josh relies on Aptean Apparel ERP to run his business and has learned how to effectively reap the rewards. "The point is, everything should be done through Aptean Apparel ERP. It gives you a firm grasp on your business. You can see the purchase order, what was billed, how much an item is per unit, your inventory and inventory assets. This is what's physically here. This is what's on your balance sheet. It's so beautiful to see those numbers."



Photo Credit: REBEL8.com

"It's incredibly powerful because you know down to the penny exactly how much money you have or should have. There's no loss of money, nothing can escape **Aptean Apparel ERP.**"

Josh D., CEO, REBEL8



“The absolute transparency and accountability of the solution. It’s such a truthful snapshot of your business and to me, that’s absolutely invaluable.”

Josh D., CEO, REBEL8

Photo Credit: REBEL8.com

To save time, one feature that Josh likes using is the management inquiry dashboard that shows daily shifts, inventory, accounts receivable and accounts payable at a glance. “It’s a great summary of the whole business. I’m also frequently checking purchase order management detail with visibility into all the vendors and products. I like to see what my inventory expectancy is and how much money is going to be due.”

Another capability of Aptean Apparel ERP that REBEL8 relies on is the ability to view inventory values over prior years and prior periods. By providing a single source of truth, ERP improves sales visibility and measures sales performance across time periods.

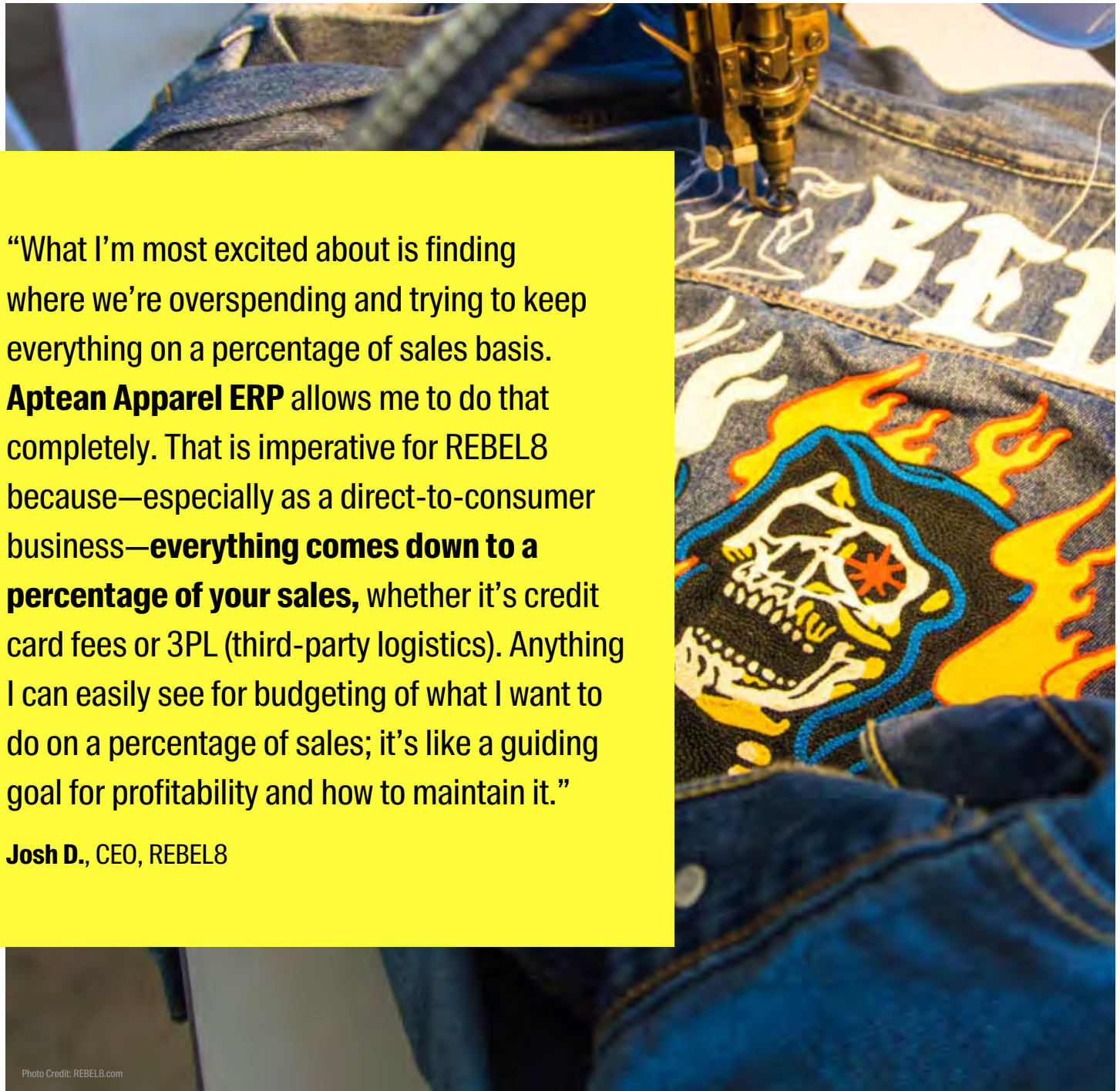
“Prior to Aptean Apparel ERP *Full Circle Edition*, we had too many problems in the warehouse. We knew we wanted a barcode system to scan things like purchase ordering,” Josh shared. Having a robust industry-specific ERP has emboldened REBEL8 to automate and streamline their warehouse operations. “Once we implemented Aptean Apparel ERP, we were able to generate UPCs and send out POs and CSV files with all of the barcode information. Now it’s like second nature.” Warehouse automation plus improved compliance through integrated EDI functionality has enabled REBEL8 to continue its successful business with major retailers.

Continued Growth in the Future

REBEL8 continues to leverage ERP to enhance profitability. Josh uses the solution's comprehensive management reports and budgeting capabilities to hone in on expenses and steer toward growth. The Management Summary dashboard in Aptean Apparel ERP displays key information about bookings, shipping, cancellations, orders, financial performance and sales performance. Josh can use this dashboard to see how orders are trending by style, customer or sales representative and compare sales against prior periods.

Thanks to the robustness of Aptean Apparel ERP, the future looks even brighter for REBEL8. Today, Josh can't imagine starting a business without it. When asked what advice he would share with other apparel businesses he said, "Without a fashion-specific ERP, you really can't see what you're doing in your business. If you're looking at Aptean Apparel ERP, don't look anywhere else. I believe it's the best and it's worked wonders for REBEL8."

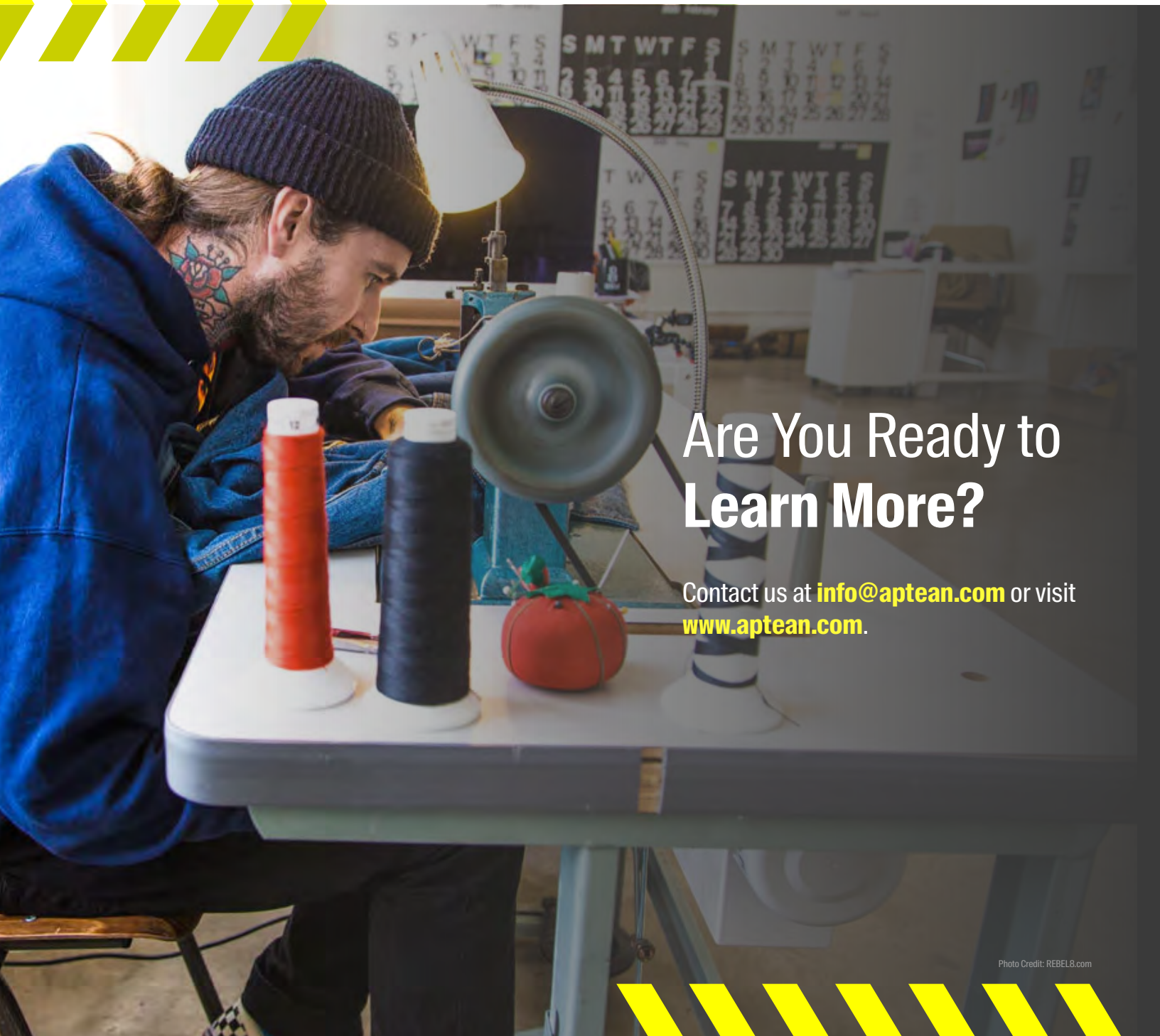
Photo Credit: rebel8.com



"What I'm most excited about is finding where we're overspending and trying to keep everything on a percentage of sales basis. **Aptean Apparel ERP** allows me to do that completely. That is imperative for REBEL8 because—especially as a direct-to-consumer business—**everything comes down to a percentage of your sales**, whether it's credit card fees or 3PL (third-party logistics). Anything I can easily see for budgeting of what I want to do on a percentage of sales; it's like a guiding goal for profitability and how to maintain it."

Josh D., CEO, REBEL8

Photo Credit: REBEL8.com



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Ready for What's Next, Now®

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