

# Gold Medal International

Supports explosive growth and pursues new business lines with ease.

## Industry

Accessories

## Challenges

- » Lacked agility needed to grow business.

## Benefits

- » Allows company to enhance the system and edit databases without interrupting business.
- » Enables rapid expansion and the ability to quickly seize new business opportunities.
- » Empowers employees to customize screens and queries as needed.
- » Simplifies process of running inquiries and exporting data.
- » Provides better access to accurate data for improved decision making.



Gold Medal International is a leader in the U.S. hosiery and accessory industry. GMI distributes socks, sheer goods and accessories to many of the country's largest Retail Department Stores, many key Discount Merchandisers, most of the largest Off-Price Retailers, several Big Box Retailers and hundreds of regional Discount and Specialty Stores. With expert design, sourcing, supply chain management and efficient distribution, GMI offers competitive wholesale pricing, unique up to date styling and an extensive worldwide supply chain.

## The Situation

When you're striving to stay on top of the latest trends and seize promising business opportunities, you need supply-chain software that enables agility. That was the situation facing Gold Medal International (GMI), which distributes socks, sheer goods and accessories to major retail department stores, discount merchandisers, off-price and big-box retailers, and regional discount and specialty stores across North America. Selling low-cost products – across 2,400 SKUs – to 1,250 customers, GMI estimates that it produces more data than a company much larger in size. To manage all of this information, GMI was using a highly customized solution developed by a consultant. Unfortunately, as GMI wanted to adopt new technologies that could further enhance business processes, its hands were tied. Though GMI was using sophisticated processes – including a paperless warehouse – it needed the ability to quickly implement new functionality.



“Our system couldn’t keep up with our demands, and it was limiting our business agility.”

—Paul Rotstein, CEO, Gold Medal International

The Solution GMI formed a committee to gather requirements across its company, interviewing everyone from shippers to upper management. The main criterion was a vendor that provided frequent updates and enhancements so GMI could easily keep pace with new capabilities. GMI chose a solution thinking it was the best option. However, after investing 15 months with the vendor, GMI was shocked to discover that the software didn’t support some basic GMI requirements – managing multiple units of measure on purchase orders. On top of that, the vendor said it would be too complex and expensive to incorporate the capability in its software. Fortunately, GMI then discovered Exenta.

## Why Exenta?

During a demo of the Exenta solution, Rotstein asked to run through an end-to-end transaction – starting with creating an item and selling it to shipping it and sending out an invoice. He also asked for changes to the customer and inventory databases, and then went through the entire transaction again.

“I was blown away by the ability to edit the database. Comparing the original solution to Exenta was like comparing the process of setting type to editing on a word processor,” he says. Equally important, the Exenta solution supported all of GMI’s requirements. “It was clear that the Exenta solution would allow us to change and alter our business as needed without waiting for new releases.”

## Tapping into a Feature-Rich Solution

GMI is impressed with a number of Exenta features. In addition to easily running inquiries, employees can customize the screen layout as needed. They can also attach product images to quotes and orders, making it easier to eliminate mistakes between what a customer orders and what ends up in the shipment. Moreover, employees can export data to view in a spreadsheet.

“This is useful when we need to look quickly at data and don’t want to develop a special report.”

With better access to accurate information, GMI is able to make better decisions. For example, because the company’s inventory analysts find it easier to sort and search on data, GMI has been able to decrease inventory while increasing its control over stock positions.

## Entering New Markets Quickly

Six months after going live with Exenta, GMI entered a new business requiring a huge pick-and-pack operation. Offering slippers in pre-packaged configurations, GMI updated its database so a major retailer could mix and match sizes, styles, and colors in a single order, simply by entering a few line items on a purchase order.

“Without Exenta, it wouldn’t have been feasible to pursue a new line of business in such a short time frame without a complete upgrade of our system.”

By taking advantage of Exenta, GMI has been able to expand its business in other ways. For example, GMI runs a comprehensive RF-based stickering and pre-pack operation through Exenta. According to Rotstein, one reason that apparel companies such as his struggle to pursue new business opportunities is because of difficulties configuring databases to accommodate a variety of merchandise and packaging options.

“Modifying and recompiling databases generally leads to many problems. But with Exenta, we can easily implement new functionality and processes as needed. This enables us to rapidly get to market and offer new products and styles, providing us with a competitive advantage.”

## Keeping Pace with Changes and Growth

In the nearly two years that GMI has been using the Exenta solution, Rotstein estimates that the company has made nearly 200 database changes. explains Rotstein. As Rotstein says, GMI’s business is exploding. And with Exenta, it’s no challenge keeping pace with all the changes.

“These changes are invisible to all users. As a result, we can continually enhance the system to meet our needs without interrupting our business.”

“Just last Friday night we moved our entire shipping operation to our largest customer’s bulk storage facility. The next Monday morning, we were up and running with no problems. I would normally never dare to make such a change in the middle of our busiest season. But Exenta enabled us to do it with ease,” concludes Rotstein.

“With Exenta,” Rotstein says, “We can easily implement new functionality and processes as needed. This enables us to rapidly get to market and offer new products and styles, providing us with a competitive advantage.”



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