

Case Study:

LA SPORTIVA



Industry

Performance footwear, apparel, and ski products

ERP

NetSuite

Website

www.lasportivausa.com

Overview

Few brands are closer to nature or know how to tackle its steepest summits better than La Sportiva North America, the distributor of La Sportiva performance footwear, apparel, and ski technical products for the US, Canada, and Mexico. The division's factory retail store in Boulder, Colorado, is the perfect second home for the brand, which traces its roots back more than 90 years and thousands of miles away to the rugged terrain of the Italian Dolomites.

In addition to its brick-and-mortar store, La Sportiva has a vibrant eCommerce presence that ships to direct consumers, small shops, and major dealers across North America.

Benefits & Key Outcomes



Integrated WMS and TMS deliver a seamless experience



50% reduction in order processing time



EDI capabilities streamline customer onboarding



Automated SSCC label generation

Challenge

Getting products out the door and into the hands of customers as fast as possible is a top priority for La Sportiva, but manual processes and limited visibility made it difficult to keep up with rapid growth. Many customers were larger dealers with complex shipping requirements and while La Sportiva transitioned EDI to SPS Commerce, it knew it needed a WMS and shipping solution that could seamlessly integrate to further expedite operations.

"We had to create custom labels for EDI and label requirements and it would take months of creating the labels and testing them out, all of which cost a lot of money," said Rebecca Carroll, Director of Operations at La Sportiva.

Lack of visibility of inventory in the warehouse and manual pick processes slowed down operations as well. “Things would just show up in the warehouse and there was no real oversight into what we had for that day or that week or even that quarter as far as how much workload we actually had. That was one of our biggest pinch points,” said Dan Shaver, La Sportiva’s Warehouse Manager.

La Sportiva wanted a NetSuite-integrated solution that would automate order fulfillment workflows and support its rapidly growing business while delivering the best possible experience for every customer. It found the perfect fit with the ShipHawk WMS and shipping solution.

Solution

Since implementing ShipHawk’s WMS and TMS solutions, La Sportiva has cut its order processing time in half. The company is now able to process orders in just one to three days, compared to four to six under its old, manual system. It can also onboard new customers much more quickly thanks to ShipHawk’s EDI capabilities and integrations. “We don’t have to do as much manual lifting to get a big retail customer onboarded,” said Dani Larson, Operations Manager at La Sportiva. “ShipHawk has saved me probably an average of 20 hours a week with integrations alone. It is significantly faster.”

Now, La Sportiva is no longer working off of paper pick tickets and their dedicated team is able to fulfill orders faster and more accurately. “Without ShipHawk, I don’t think that we would have been able to scale to the size that we are now if we hadn’t implemented it when we did,” said Danielle Larson. La Sportiva is also taking advantage of optimized batch processing, batching orders based on criteria including shortest travel distance required or on specific order types that require items be expedited or shipped with additional items.

Greater visibility and automated processes have enabled La Sportiva to reduce mis-ships and, more importantly, understand why they happen in the first place. Warehouse employees now use a handheld scanner to view inventory in real-time, versus pausing to log into NetSuite on a desktop.

“Having a WMS and TMS that is one company is invaluable, especially for a company our size, because it eliminates the need to have two different companies integrate. That’s exactly why we chose ShipHawk,” said Rebecca Carroll.

“*ShipHawk has really helped us to reduce our shipping times so that our customers have a better shopping experience with us.*”

Rebecca Carroll,
Director of Operations at La Sportiva North America