

BESPOKE APPLICATION SOLUTIONS

Microsoft ASP.NET 2.0
SQL Server 2005
Ajax



CUSTOMER PROFILE

Fox Racing Europe (a subsidiary of Fox US) is a fast growing sports apparel company. Based in Gateshead, they deal with wholesalers and retailers in the UK and distributors across Europe.

Since the late seventies Fox Racing has been making apparel for the motocross industry and has become one of the world's best known manufacturers of 'alternative sports wear' catering not only for motocross but expanding into the BMX and mountain biking markets.

Their clothing is now also highly recognized in the surfing, skiing/ snowboarding and wakeboarding markets, amongst others. Whilst still manufacturing technical race apparel and performance wear, Fox Racing is now also manufacturing a large line of fashion goods to cater for the leisure side of action sports.

Supply chain information on demand

"Waterstons put a great deal of effort into getting to know our business and understanding our business processes. I feel confident that we have a software solution that is fit to last and that will be instrumental in our future success."

Ian Calvesbert, Managing Director, Fox Racing Europe

THE CHALLENGE

Fox Racing Europe had experienced a period of rapid expansion as the company diversified to reach new markets. As the company grew, it became increasingly complex to manage the supply chain.

The process of managing orders and making amendments to the features of sports apparel was largely manual and involved updating and reissuing multiple spreadsheets, which sometimes lead to errors. Visibility of demand was also limited making it impossible to establish what the user had ordered.

IMPLEMENTATION

Waterstons analysed Fox Racing Europe's requirements before conducting a systems analysis exercise to map and document the current processes, including all variations. A new, improved process was developed, which was then captured along with the requirements in a functional specification of the system.

Because the company's existing systems were not capable of providing the solution required and no off the shelf solution fitted the requirements, Waterstons suggested implementing a bespoke, web-based supply chain management system.

The solution, named 'Fox Works', was developed to integrate seamlessly with the company's existing systems using the Microsoft .NET framework and was made available to Fox Racing Europe, Fox Racing US, the Fox sales force and distributors through a series of secure web portals.

Waterstons worked in close partnership with Fox Racing Europe's staff to ensure the quality standards had been achieved and that the system delivered Fox Racing Europe's requirements. The solution was fully tested and training was provided.

POTENTIAL REALISED

The Fox Works solution provides Fox Racing Europe with the following benefits:

- Improved quality of service both internally and externally.
- Better communication with the distributors and the parent company.
- The supply chain is automated to remove all the deficiencies in the manual process, thus making it quicker and easier to perform.
- Distributors and Fox Racing Europe have immediate visibility of the order pipeline (demand) in the system and are able to identify what products are selling well and which products should be dropped.
- Modification to styles, colours and sizes of apparel is managed at a single update point and includes communication of all changes and dropped products to all the distributors, identifying the orders that are affected as well as offering alternative products.
- Information is seamlessly transferred to and from the accounting system, SAP Business One.
- The solution is fully scalable, thus addressing future growth requirements.



More Information

Fox Works provides Fox Racing Europe with the following functionality:

- Web portals for Fox Racing Europe, the distributors and sales representatives
- Creation/amendment and publishing of line lists
- Order processing
- Order collation and consolidation by distributors
- Order consolidation and manufacture minimum quantity assessment
- Creation of purchase orders by Fox Racing
- Shipment processing and purchase order receiving
- Consignment building and customer dispatch
- Transfer of information to and from SAP Business One

TECHNOLOGY

The Fox Works system takes advantage of the latest Microsoft technologies including **AJAX**, **ASP.NET 2.0** and **SQL Server 2005** giving a dynamic and intuitive user interface.

SQL Server Integration Services (SSIS) allowed Fox Racing Europe to continue using Microsoft Excel to store the original data before uploading it into Fox Works. Since Fox Racing employees had become accustomed to using Excel this made the transition to and the acceptance of Fox Works much easier. The user only has to click a button, point to the Excel file, click finish and the data would be in the application.

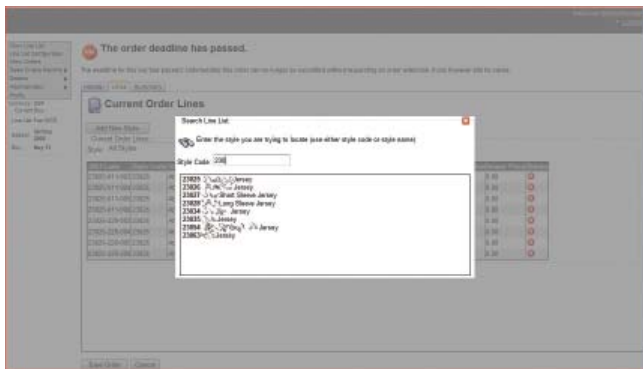
SSIS also had the added benefit of interacting with SAP Business One by transferring all Fox Works sales orders and purchase orders into SAP. This automated the process, saving the user the time of creating all the orders manually. It also removed any human error that could arise in the creation of the orders.

SQL Server Reporting Services was used to allow the rapid development of reports.

This tool allows the export to Excel, PDF and CSV allowing the data to be used in a comfortable environment to the user.

Fox Works exposes web services to allow Fox Racing USA to retrieve purchase orders and integrate the data into the USA system. After the parent company has placed all the orders that Fox Racing Europe have requested they can then use a web service to update the Fox Works purchase orders with unique identifiers.

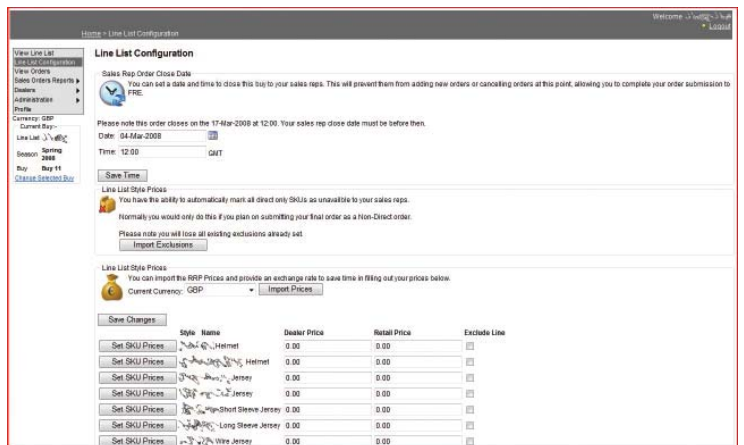
This process synchronises the purchase orders in Fox Works and Fox Racing USA's system allowing for visibility of the purchase orders throughout the company.



Creating an order via the online portal

"The [Fox Works] system has enabled us to improve our communications with both our distributors and our parent company in the USA, allowing everyone accurate, timely and shared information within the bounds of security and ownership of data. This has aided our decision making – we can instantly see how each product is performing and make accurate decisions based on that information."

Ian Calvesbert, Managing Director, Fox Racing Europe



Configuring line lists