



CASE STUDY:

Anaconda Sports, Inc.

Boosting efficiency by backing a user-friendly ordering system with sophisticated order processing

Company Profile:

A solid heritage of more than 50 years has placed Anaconda Sports among the largest independent sporting goods dealers in the United States. In addition to supplying hard goods to wholesale, government, educational institutions, retail and institutional customers, as well as the public, the company also manufactures sports equipment.

Challenge:

As the Internet exploded in the 1990s, Anaconda began a search for a company to create a system for distribution for multiple locations and handle custom orders for team apparel personalized through screen printing or embroidery.

"We have over 40,000 SKUs and our orders are very complex," says Patty Stote, Controller. "Some are partial screenprints and those need all parts to be in place to make the order. I knew I was going to tailor the system.

"That's the reason we picked Munics," Stote explains. "We looked at a lot of companies and I was most comfortable with Munics for the ability to customize the product to our business."

Solution:

Following a kick-off meeting to assess Anaconda's specific needs, the Munics team implemented **Next Generation™**

KEY PRODUCTS IMPLEMENTED BY MUNICS

Step 1:

August 1997: Munics installs **Next Generation™ Software** to centralize all business operations for the multi-location distributor. The **Order Entry** process is tailored to simplify the order placement and processing for customized team apparel. The criteria-based system allows customers to define certain processing details to each group of items on the order receiving the same processing.

Step 2:

February 1998: **Point of Sale** and **Credit Card Modules** are added to the system, providing immediate processing of transactions by interfacing with banks through ICVERIFY.

Step 3:

2000-2003: A series of Modules are added to connect AnacondaSports.com to the core software system. Enhancements include the automatic scheduled upload of inventory availability to the website and automatic downloading of website transactions into the **Next Generation™** system. The **Freight Interface Module** is implemented to track shipments by UPS, FedEx, DHL and other carriers.

Step 4:

2005: In conjunction with Anaconda, Munics develops the capability to perform the shipment confirmation and billing process of direct shipment transactions during the purchase receiving process. The solution simplifies the process from two or three steps to a single step.

Step 5:

December 2006: The latest edition of the main software system, **WINGS (Windows In Next Generation™ Software)***, is implemented. Other additions include **Partner Relationship Management module**, a fully integrated customer relationship tool for managing all aspects of their business with customers, vendors, and prospects; and a custom **Purchase Requisition/Generation System****.



software as the centerpiece for the company's operations. Inventory management, purchasing, sales order entry and tracking were among the vital processes improved through the streamlined system.

Major modifications were undertaken to meet Anaconda Sports' need to handle multiple criteria and rules for the order processing of team apparel. The complex interface allows the customer to place an order for 50 baseball shirts. Certain criteria, like style and color, may be consistent, yet sizing and player names will vary. The user-friendly order placement interface processes the order and the shirts are picked from the inventory or may be ordered from a vendor. Purchase orders are automatically created to complete the process of embroidery or screen printing for each garment. When the shirts are completed, the purchase orders are received back into the system and the order is shipped. The billing process commences.

"Munics has done a great job customizing our screenprint orders, and the customer service is great," says Stote. "We also like them for the distribution software. It has a nice inventory system for tracking orders and purchasing, and everything feeds into the general ledger."

Bottom Line:

"The system Munics provides saves time and money, labor-wise, because it's one integrated system rather than difference pieces of software." -*Patty Stote, Controller*

***WINGS (Windows In Next Generation™ Software)** runs as a Windows application with a graphical user interface under the Unix Operating System. Features include point-and-click; the ability to adjust information displayed on the screen and change sort sequences; reports output to Excel or Word; the ability to display images and additional information residing on HTML pages, online PDF manuals, keyword searches, etc.

****Purchase Requisition Generation System** applies rules to determine which requisitions should be flagged as exceptions. Most purchase orders are automatically created and the exceptions are easily reviewed, modified and approved. When the purchase orders are automatically generated, requisitions that require unique processing are grouped together on separate purchase orders.