# Case Study

There are lots of things to like about New Balance -- one of the great brands in sporting footwear and apparel. The 109 year old company proudly manufactures 25% of its shoes in 5 New England factories. New Balance has successfully extended its shoe brand beyond its running heritage into soccer and basketball. And the brand has expanded internationally and domestically with licensees, wholly owned stores, and a direct to consumer business at retail stores and web, as well as wholesale channels.

This case study describes how New Balance has overcome many internally imposed growth inhibitors. But New Balance grew up viewing their own shops as liquidation sites for out of season styles and overstocks. Their information systems resources were heavily skewed to wholesale. Retail was left off in the corner.

Foundational Base - question of balance

Management evolved and found that Direct to Consumer strategy was key to further expansion. "We needed retail metrics to meld with wholesale metrics to give an irrefutable vision to the consumer" said Dave Chaput. New Balance selected Epicor's Retail SaaS Solutions to complete and upgrade its retail systems. But New Balance wanted more. "We saw in Epicor a foundational base to enable rapid expansion of physical stores, our digital business, and better interchange between wholesale, retail, and licensees."

So New Balance brought in RIBA Retail to unlock Epicor's inherent data integration capability. Now, New Balance has eliminated the many operational growth inhibitors which once plagued them.
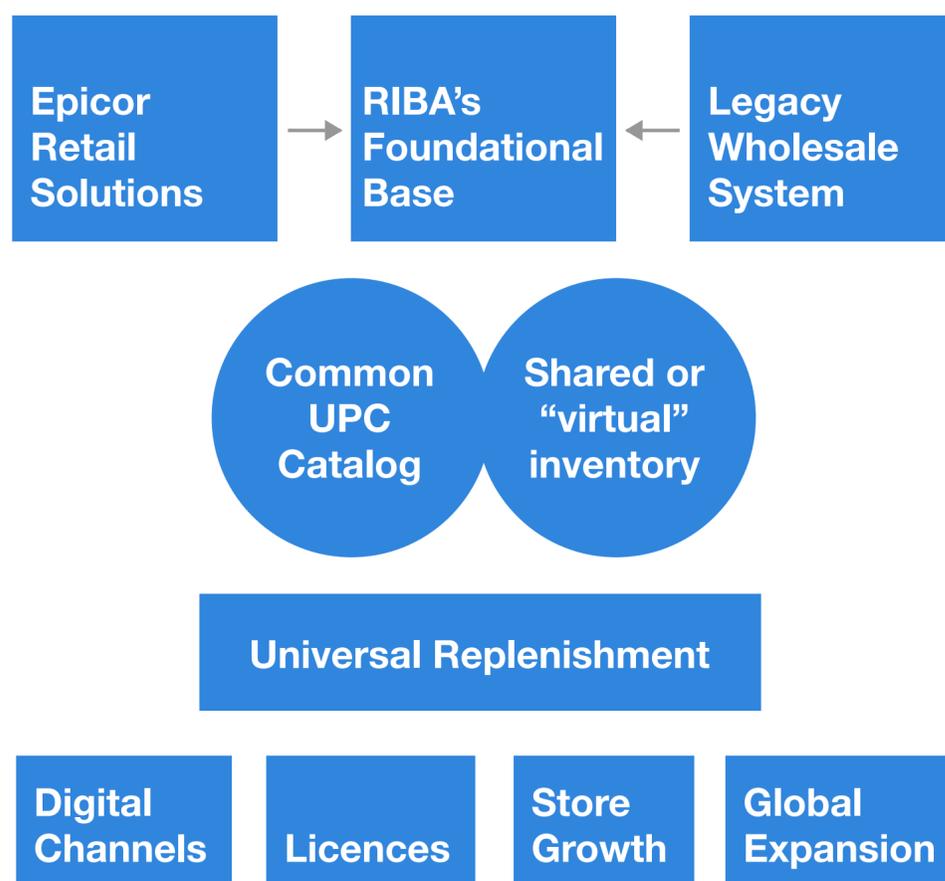
A common catalog.

When the wholesale business sets next season's product catalog, all relevant product information now automatically passes to Epicor. During the season, RIBA's interface listens for Wholesale data changes and quickly applies the necessary file maintenance. This eliminates redundant data entry, keying mistakes, and lets the wholesale and retail businesses flow effortlessly.

Shared inventory.

RIBA's integration extends in many directions with profound benefits. Every night, information about wholesale inventory is loaded into an Epicor "virtual warehouse", enabling unprecedented precision and scalability for the retail merchants. Now automatic stock replenishment extends to 100% of the styles -- a vast improvement over the previously limited list of best sellers.

Stepping on the growth pedal.

New Balance now plans its omni channel future confident of the seamless interchange of essential product and inventory information. The team is now extending the foundation to its third party E-com Order Management System. "We plan to add the e-com business as stores within the Epicor heirarchy," Chaput explained. "Data quality is best achieved as close as possible to source."

Thanks to RIBA's integration work, New Balance is much more process focused and can step on the growth pedal.

Epicor Retail Solutions → RIBA's Foundational Base ← Legacy Wholesale System

Common UPC Catalog · Shared or "virtual" inventory

Universal Replenishment

Digital Channels | Licences | Store Growth | Global Expansion

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Epicor Retail's Data Integration Partner

RIBA Retail removes the risk and uncertainty in epicor retail integration projects. Our repeatable approach leverages automation and knowledge to reduce the cost, minimize disruption, and maximize value of Epicor solutions.

Broad Epicor retail experience

We chose RIBA Retail to help us with our implementation of Epicor because of their in depth understanding of the Epicor data structures, solid retail background, and data transformation methodology. We are happy to have partnered with RIBA.

Harvey Borden
CIO, Big M Inc.

2010 and earlier	2011 - 2012	2013 - 2014
Boot Barn	Big M	Roots
The Paper Store	Charming Charlie	Ideel (Groupon)
Tory Burch	DKNY	Atari Mexico
Under Armour	MGM	Grupo Axo
	Comark	Road Runner Sports
		New Balance
		True Religion

RIBA Retail came highly recommended to us, as we struggled through a number of issues. RIBA was able to help almost immediately. RIBA Retail has been a truly professional partner and we continue to rely on RIBA Retail's application integration service.

Ekta Chopra, VP Technology, Charming Charlie

Our Advantage

Knowledge:
RIBA Retail's professional staff has more than 70 years experience working with Epicor retail solutions.

Repeatable Methodology:
Every project follows the same approach, automating much of the mapping process. We always work from a clear understanding of requirements and downstream system impacts.

Flexible Pricing:
Fixed Price projects or by the hour.

A perfect complement:
RIBA's integration services typically complement the efforts of larger team -- IT staff, Epicor services, and systems integrators. The team counts on us to deliver the transformations permitting their focus on higher value deliverables.

Leading Features

Transformer:
We have developed a transformation and mapping tool to provide extraordinary flexibility and speed in the overall process of data transformation and automation.

PO Express:
Our Web-based PO Express solution enables users to improve their productivity and flexibility when entering styles and orders.

DataHub:
In 2014, we introduced the first version of our hub and spoke architecture to distribute data from multiple sources based on tailorable business and workflow rules . This promises to make it far easier for clients to work in environments where a number of third party systems need to be coupled together.