

# Equation Technologies and Sage 300 ERP are the Soles of Success at Rainbow Sandals

*Equation Technology worked closely with Rainbow Sandals to create meaningful reports, and streamline the ordering and shipping process. Relationship helped Rainbow grow 1000%.*

While the phrase “entrepreneurial surfer” may sound like an oxymoron, nothing could be farther from the truth. For Jay R. Longley, Jr., founder of Rainbow Sandals, his love of the surf and desire to make a more durable and comfortable sandal led him to found Rainbow Sandals in 1974. For more than three decades, Rainbow Sandals has turned out top-quality sandals using specially formulated glue and sponge material designed by Jay.

## Fast Growth

Over the last five years, Rainbow Sandals has grown dramatically as consumers can purchase Rainbow Sandals on the Internet as well as in shoe and department stores across the country. This is in addition to the traditional surf shop where Jay started selling his sandals. With a loyal customer base, extensive referrals, a good warranty and a great name, Rainbow Sandals has expanded their distribution base to serve the world.

Rainbow Sandals has worked with the consultants at Equation Technologies for a number of years now, starting shortly after their upgrade from the DOS version of Sage 300 ERP almost 15 years ago. The late 1990s started a time of significant growth for Rainbow Sandals. Carla Troupe, vice president, remembers several limitations of the aging DOS software. “We started to need more sophisticated reports that we were unable to get out of our existing system,” said Carla. Equation Technologies assisted with the migration from DOS to Windows and all the training and data conversion. “We relied on Equation Technologies to be sure that we stayed on task. We also used their expertise for report writing and integration.”

## Efficiencies Achieved

“One of the first areas that Equation Technologies helped with was to write a production report,” said Carla. “This took into account all current and future orders and we could look at it by customer or style. This is important for us as we prioritize our orders based on when they were booked.” This alleviated manual compilation of data, which was very time intensive. Equation Technologies has written many other custom reports that Rainbow Sandals relies on.

The next big project was to streamline web order processing. “We started out our web ordering with the order being sent to us via email, printing out the email, entering an order, manually running the credit card and shipping the order out. This was fine, until it was taking two people, full time just to run credit cards,” said Carla. Once again, Equation Technologies was there to help and automated the process. “Now the order is automatically pushed into Sage 300 ERP and the credit card is charged. No one needs to manually enter the credit card. Our inventory

## Value of Working with Equation Technologies

- Access to information
- Streamlined web order processing
- Accurate inventory
- Meaningful reports
- Shipping workflow improved
- Reduction of keystroke errors and overshipment of orders





*"In the last five years Rainbow Sandals has grown 1000%. Equation Technologies has been there to help us find ways to run smoother, be more automated and improve customer service."*

*– Carla Troupe  
Rainbow Sandals, Vice President*



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is also kept more current as it is relieved at the time of the transaction. We were batching orders to ship out, which caused our inventory to be out of synch."

The sales representative order processing has been improved as well. "When an order comes in from either a sales rep or direct from a customer a lot of paperwork needs to be generated to acknowledge the order," said Carla. "Equation Technologies wrote a routine that runs every night that sends an email to the sales reps to be sure that all appropriate paperwork is complete. This has been a huge time savings for our sales reps and allows them to focus more on their customers."

#### **Accurate Inventory**

The shipping area received an overhaul. Orders now have a bar code label that the warehouse simply scans. This saves time keying in shipping information as well as reduces the number of keystroke errors. Products are also bar coded and with more than 1100 skus to manage, this has been significant. Having the products and orders bar coded ensures no overshipments or duplicate orders. This is accomplished through using audible beeps during the picking process. The completely integrated shipping system also ensures that nothing is shipped to customers with a past due invoice. "Our shipping and inventory is far more accurate now," said Carla.

#### **Trusting Relationship**

"Equation Technologies really knows our business. They have helped us be more successful by listening to our needs and making recommendations for us to be more efficient or to make something easier," said Carla. "They help us with a cost-benefit analysis of making sure we should implement something. They see opportunities within our system before we do. When someone knows your

business and you trust them, they can come up with a solution to make changes that have a tremendous impact."

