



## SOFTENGINE SAP BUSINESS ONE CUSTOMER SUCCESS STORY

# BED|STÜ

**SAP® Business One and Softengine extensions enabled BED|STÜ to grow 20% without adding staff**

### COMPANY PROFILE

**Name:** BED|STÜ

**Location:** Camarillo, CA

**Industry:** Footwear

**Products:** Shoes, Leathers and Accessories

**ERP:** SAP Business One

**SAP Industry Extension Solution:** Fashion One, Magento B2C, iVend Retail, NuOrder (B2B), Connectors, UPS/FedEx/USPS, CIT Factor, Paychex, Credit Card, Auto Pick & Invoice

**Website:** bedstu.com

Inspired by the resilient streets of Bedford Stuyvesant, New York, BED|STÜ started selling its line of footwear and accessories in a small Los Angeles warehouse in 1995 with only three employees. Over the years, the company has experienced meteoric growth, now offering its products in 16 countries across the globe and supporting a staff that exceeds 300.

## BED|STÜ.

"The level of automation we now have is awesome! We can effectively track every part of our operations in real time and effectively manage each facet of our omnichannel strategy."

**Nora Orozco,**  
**President BED|STÜ**

**softengine.com**

PHONE 818.704.7000

FAX 818.884.3900

Softengine, Inc.  
Warner Center Towers  
21800 Oxnard Street  
Suite 1060  
Woodland Hills, CA 91367



BED|STÜ products can be found at hundreds of authorized retailers across the United States, including Nordstrom, Amazon.com, and Zappos.com. The company's vegetable-tanned leathers, shoes and accessories are made using traditional techniques. BED|STÜ is a very environmentally conscious business, taking great care to only incorporate sustainable practices that generate minimal environmental impact into all of their products.

## Challenge

### Accounting, Inventory Management and Factoring Compromised by Overmatched Business Systems

According to Nora Orozco, BED|STÜ's president, "Accounting was a bit of a nightmare as we were operating two entry-level systems that didn't speak to one another. In essence, we were manually entering data into one system, running reports and then reentering the same data into the other system, which wasn't very efficient and somewhat prone to errors. The same routine applied to our payroll system, which also wasn't integrated. As you can imagine, it was tough to try to tie everything together without having information residing on one platform."

"Softengine has risen to the challenge every time we've called on them. They listen to us and do everything possible to accommodate our wishes. What more could you want from a business solutions partner?"

**Nora Orozco, President BED|STÜ**

## Solution

### Integrated Systems Provide a Centralized View and Complete Tracking of Every Stage in the Production Process

With growth accelerating and disparate business systems not communicating, Orozco and her colleagues decided to search for a more robust and flexible ERP solution that could unify its eCommerce and new "brick-and-mortar" store on one platform – an "Omnichannel" strategy. Orozco and her associates evaluated a number of options and one stood out way above the rest, especially in terms of features, functionality, integration and scalability – SAP Business One.

Now that they had found a suitable ERP solution, they needed a worthy team to perform the installation and deliver a series of customizations to fit the new solution to their unique requirements. BED|STÜ finally found Softengine, an SAP Business One Gold Partner with a proven track record in managing complex implementations and designing custom extensions for SAP Business One.

**BED|STÜ laid out a number of key SAP Business One integration objectives for Softengine to solve including:**



**Seamless Integration with eCommerce**



**Integration with Accounting**



**CIT Factoring Integration**



**Ability to Send Out "Line Sheets"**



**Web inventory integration**



**Auto-pick for sales orders at applicable warehouses**



**Auto-invoice generator with credit card integration**

## Results

### Softengine Rises to Every Challenge

As BED|STÜ's president reflects on her original wish list for the new system, she is very enthused about the positive results that have accrued since the new system went live and quite confident in the future.

"The level of automation we now have is awesome," said Orozco. "We can effectively track every part of our operations in real time and effectively manage each facet of our omnichannel strategy. Visibility into our inventory at every location is crystal clear and we have instant access to all of our sales, customer and production data. As a result, we can make better decisions and better manage our growth process."