



BHFO

BHFO is the largest apparel, shoes, and accessories retailer on eBay, selling and shipping over 2,000,000 products per year out of their facility in Cedar Rapids, Iowa. Having the coveted title of category-leading retailer on eBay is an impressive feat, especially when you consider the fact that eBay facilitates over \$30 billion/year in retail volume in the United States alone. To that end, it's a title that also comes with a myriad of operational hurdles, with new challenges arising on a daily basis as BHFO continues to grow and expand at break-neck pace year after year.

BHFO's Humble Beginnings

Started by co-founder and CEO Stacie Sefton out of the basement of her home in 2002, the company has charted a growth trajectory that can make even the most successful retailer blush with envy. Since inception, husband and wife team Jon and Stacie Sefton have aimed to deliver the right products at the right prices, all while focusing on providing an unparalleled level of customer service. This focus has facilitated an incredible repeat customer rate in excess of 40%. With over 1,500,000 positive feedback ratings on eBay, BHFO's passion for product, service, and innovation has positioned them for continued growth.

BHFO Challenge

As a high-volume retailer with over 750,000 catalogued product SKUs, BHFO experienced significant challenges over the years trying to find a software solution that could effortlessly handle the size of their large data sets from product attributes to customer and order records. **"We've literally broken every system we've been on because of our sheer volume,"** quipped Stacie Sefton.

BHFO also lacked a direct seamless API integration into ChannelAdvisor, their strategic partner of choice for managing marketplace sales. As a result, BHFO invented many work-arounds and dealt with the pains of having too many data touchpoints and too many software systems "stitched" together to meet their needs. This patchwork ranged from Excel worksheets in purchasing and receiving to multiple systems for warehouse and inventory management, and even more systems for product data collection and listing to yet more systems for order and fulfillment management. Before deploying

RetailOps, BHFO was plagued with problems like data sync errors, stalled product listings, missing inventory, and inefficient operational workflow, all of which contributed to less-than-ideal customer experience.

After shopping and comparing many different systems, BHFO just couldn't find a single solution to address their myriad of operational challenges and needs. They were uncompromising in their search, looking high and low for a solution that allowed them to run their business. Specifically they wanted to streamline receiving, improve and unify data collection, increase product listing speed, and improve warehouse and fulfillment accuracy. In 2009, BHFO even ventured to build their own solution, a project which was later abandoned.

RetailOps to the Rescue

RetailOps was built from the ground up to streamline the core iterative processes of managing a retail business, and as a result, BHFO was able to benefit immediately after deploying RetailOps.

Direct ChannelAdvisor API Integration

RetailOps' direct API integration with ChannelAdvisor allows product, inventory, order, and customer data to flow in real-time between RetailOps and ChannelAdvisor, displacing numerous legacy software solutions that BHFO previously pieced together to manage their warehouse, product catalog, and customer records. As inventory is received from vendors, RetailOps pushes the inventory and product data on-the-fly into ChannelAdvisor, increasing the speed at which products are available for sale to BHFO's customers while simultaneously improving data accuracy.

Flexible Purchase Order & Receiving Flow

BHFO's unique business model demanded a vendor and purchase order management system that allowed for bulk purchase orders to be placed, often without knowledge of the detailed contents of a given bulk purchase order. RetailOps facilitates on-the-fly receiving and an efficient product data collection process post-receiving which allows BHFO to process and put-away new inventory with more speed and precision than ever before.

Because Sam and the RetailOps team have hands on experience in retail, they understand the challenges of on-line commerce and have incorporated real solutions to these challenges into RetailOps.

Stacie Sefton
CEO of BHFO

Streamlined Warehouse Operations

As a part of deployment, RetailOps guided BHFO through the process of refining their process flows including mapping and barcoding their 150,000 sq. ft. warehouse facility to improve accuracy and efficiency in their warehouse. Because RetailOps gives users access to the right information at the right time, less round trips were needed saving valuable time. Coupled with granular inventory accounting, BHFO now has the ability to produce real-time productivity reports for important metrics like receiving, fulfillment, and product listing performance. These metrics serve as the foundation for continuing to maximize operational efficiency.

The Solution

Enhanced Product Listing Automation

Listing thousands of new products a day puts you in a league all your own. The RetailOps platform has introduced a streamlined data collection process, from the time new product hits the dock door to the time it's in queue for photography, allowing BHFO to spend less time listing products and more time selling them.

After trying numerous 3rd party solutions as well as our own custom-built system, RetailOps has proved to be a one-stop solution for managing our business, including our complex inventory and warehouse management needs, and allows us to focus on our business rather than technology challenges.

Stacie Sefton

CEO of BHFO

Intelligent Order Fulfillment

BHFO leverages RetailOps' distributed order management (DOM) functionality to process and ship thousands of orders daily. Because warehouse management is built into the platform, RetailOps provides retailers "enterprise-level" functionality, including the ability to generate order fulfillment waves based on real-time needs. With warehouse zone capable functionality, wave pick lists are automatically generated in the most efficient pick-path through the warehouse, eliminating extra steps and dramatically improving fulfillment through-put. Using RetailOps' order audit functionality, BHFO is able to systematically check for picking errors before orders go out the door, boosting customer satisfaction and virtually eliminating expenses caused by mis-shipped orders.

Fast & Seamless Deployment

After BHFO signed an agreement to deploy RetailOps, the RetailOps team worked hand in hand with the BHFO team to deliver a deployment (including on-site training) within 45 days of project commencement, successfully migrating close to 1,000,000 product records onto RetailOps and training an operational staff of over 150 as a part of the deployment process. Recalls Stacie Sefton of the deployment, "**the conversion over to RetailOps was the most seamless conversion we have ever experienced.**"

The Results

Just months after deploying RetailOps, BHFO already has their eyes set on the next stage of expansion with a solid operational platform to support them through their growth. They are in the process of moving to a new near 250,000 sq.ft. facility in 2014, adding rocket fuel to an already impressive growth trajectory since inception.

RetailOps successfully replaced numerous legacy software systems that were limiting BHFO's growth potential, and introduced efficiency and scalability to equip BHFO for the next stage of their growth and expansion.

One of the most incredible aspects of the BHFO story is that they have focused their attention to date on the eBay channel alone and are poised to scale significantly as they unlock the potential of other channels.

Coupling RetailOps' centralized product/inventory management with dynamic feed management functionality, BHFO is now poised to launch additional sales channels and enable commerce on their own website (www.bhfo.com) with ease, while keeping all their core operations and data in a single, unified platform.

Key Results:

- Replaced disparate legacy software systems with RetailOps, a single solution that BHFO uses to manage end-to-end operations
- RetailOps to facilitate warehouse move leading to 166% increase in storage capacity
- Positions BHFO for significant revenue growth through ability to leverage one source of product and inventory data to open new sales channels easily
- Significantly improved data collection and ability to easily manipulate data across extremely large data sets, all contained in a single point of access (RetailOps)
- Replaced internal IT infrastructure and internally-developed business management software that was costly to maintain with scalable, cloud-based solution
- BHFO is empowered to do more with less: RetailOps has facilitated a faster and more accurate order fulfillment process (pick/pack/ship), resulting in reduced operating expenses and higher throughput without the need to increase operational staff



RetailOps is a retail operations management solution. Our customers have the need for a true SaaS solution that can handle multiple sales channels and products in one, easy-to-use application. Our solutions cover everything from purchasing to reporting and even goes mobile thanks to the RetailOps mobile app.

For More Information:

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