



ShoeMetro

ShoeMetro is a leading discount online retailer with over 200 different designer brands in stock, including popular brands such as Steve Madden, Guess, Nike, and Puma. Founded in 2004, ShoeMetro has quickly grown to become a well-recognized online shopping destination for premium shoes at discount prices. Inc. Magazine has ranked Shoe Metro #86 in the annual Inc. 500 list of the 500 fastest-growing private companies in the U.S. ShoeMetro was also featured in the prestigious Internet Retailer Top 500 List.

Explosive Growth

ShoeMetro's rapid expansion has resulted in a product catalog spanning hundreds of thousands of unique SKUs being sold to customers in over a dozen countries, with thousands of new SKUs being added weekly.

ShoeMetro's Challenge



Sustaining and continuing their track record of explosive growth was difficult – to continue to expand, ShoeMetro was in need of an eCommerce-focused ERP/back-office solution that could handle the type of growth they were experiencing. ShoeMetro's biggest strength was also their biggest weakness: their large product catalog drove consistent year-over-year sales growth but also was an operational nightmare to manage. Revenue growth was extremely dependent on their ability to be efficient, starting from managing purchase orders and vendors, on through to warehouse management, product listing, and order fulfillment.

Operationally, ShoeMetro was a multi-million dollar retailer that still worked in Excel to create and receive vendor purchase orders. Because of their sheer volume, double entry data errors often resulted in poor customer experience. A weak warehouse management system resulted in slow time-to-market for new products being received, forcing ShoeMetro to lose out on precious revenue/profit opportunities. And to tie it all together, the disparate data spread throughout various spreadsheets and software systems made it impossible to measure employee performance, and hence, even more impossible to improve it.

Existing Software: Too Light or Too Heavy

As ShoeMetro meticulously shopped for a software system that could solve their operational challenges, they came up empty-handed. "We consistently encountered two types of solutions. On the one hand, there were solutions that were extremely narrow in focus and only solved one small piece of the puzzle, requiring complex, expensive integrations in order to properly fit into the web of other software we were running; on the other hand, there were these giant, incumbent ERP companies that had solutions we felt were extremely bulky, expensive, and required heavy maintenance," recounted David Duong, CEO and Co-Founder of ShoeMetro. "It was extremely frustrating until RetailOps came along and brought tools to the table that allowed us to manage our entire operations, end-to-end, in a single, easy to use platform."

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The Solution



With an immediate need for a highly-scalable, customizable, and hosted solution, ShoeMetro turned to RetailOps as their authoritative platform of choice to drive their back-office operations. The team at RetailOps worked closely with the team at ShoeMetro to deploy RetailOps in less than 45 days from project inception, a fraction of the time most ERPs require to be deployed.

ShoeMetro went live on RetailOps ahead of the busy Q4 2011 holiday shopping season, and immediately streamlined vendor purchasing, warehouse inventory receiving and put-away, order fulfillment, and product listing across over 15 individual sales channels.

The Results

After deploying RetailOps, ShoeMetro began realizing an immediate return on their investment. ShoeMetro was able to reduce operational headcount by over 30% by leveraging RetailOps' warehouse management and product management tools. ShoeMetro significantly increased inventory receiving and put-away speed, while having access to granular employee performance reporting to set better benchmarks for important KPIs such as put-away and receiving speed. Additionally, product photography automation drastically improved the speed and accuracy with which new products were listed. This new-found efficiency made their inventory available faster and contributed to a 22% increase in revenue.

Key Results:

- Revenue Growth: 22% Increase In Year-Over-Year Revenue on RetailOps
- Doing More With Less: 30% Decrease In Operating Overhead As A Result of Improved Efficiency and Process Automation
- Faster Time to Market: 24% Increase In Product Listing Through-Put and Capacity
- Inventory Accuracy – 20% Decrease In Returns Due to Inventory Accuracy
- Summary: Over \$960,000 of Return On Investment Unlocked in Their First Year Running RetailOps



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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