Customer Success Story

Business Profile

Company:
Wicked Quick Industries
(www.wickedquick.com)
Industry:
E-Commerce, Wholesale
Location:
Portland, OR

Highlighted Capabilities

Product: Premier Edition
Multiple Sales Channels:
   Retail WebStore:
   E-Commerce
   Wholesale (B2B) WebStore:
   Retailers
   Direct Sales:
   Phone/Fax Orders
Inventory:
Matrix Item Products
Tracked by Size, Style & Color
QuickBooks: Import & Export

Challenges

• Product Catalog and Inventory
   Management - Manual processes,
   No stock visibility
• Support for sales thru B2C store, B2B
   store, Catalog and Direct Sales
• Auto Inventory Management across
   multiple sales channels
• Promotions - Specials, Coupons,
   Flexible Shipping Tables

Solution

• Wicked Quickdeployed
   AGILIRON Premier Edition
• B2C WebStore, B2B WebStore,
   Direct Sales, CRM, Accounting and
   Order Management Modules
• Matrix-item based inventory & SKU
   Pricing Management across all
   channels - Size, Style & Color

Results

• 30% increase in online orders
• Single integrated solution for
   managing all the front-office
   and back-office functions - total
   visibility into business from anywhere
• All Sales Channels Integrated -
   auto-inventory management and
   synchronization across all channels
• Significant cost savings in time and
   personnel for managing operations

"Our Internet sales have continued to increase and we saw a 30% increase in our first month after going live. Getting new products up on the web more quickly generates sales. In addition, the relative simplicity of managing the backend and updating the site saves us time which in a small company is incredibly valuable."

- Tarran Pitschka, CEO, Wicked Quick Industries

Introduction & Business Description

Wicked Quick, founded in 2003, is a premium clothing and accessories (T-shirts, thermals, hoodies and polo shirts for adults and children) brand rooted in the world of speed, rebellion and attitude.

The idea for Tarran Pitschka's clothing line came to him as he stood between two funny cars at the starting line of the Pomona, California Speedway. "It was pure exhilaration. There were 80,000 screaming fans, and the cars were extremely loud, I thought my teeth would rattle out of my head" he says. "That's when it hit me: I needed to create a clothing brand based on humans fascination with speed."

Wicked Quick has seen rapid growth. They currently offer life-style products at Nordstrom, Metropark, Von Maur, the Buckle, select Harley Davidson Dealership's, The Hard Rock Hotel and Casino (Las Vegas) among others and has shown up on the backs of stars such as John Cusack. They also produce performance gear for professional teams including three-time NASCAR champion team Joe Gibbs Racing.

Pitschka predicts the American-made brand will continue to grow and expand with the introduction of watches, sunglasses, motorcycle gear and a Wicked Quick energy drink.

Business Process Flow

Business Profile

Address:
Portland, OR 97229
Website:
www.wickedquick.com
store.wickedquick.com
wholesale.wickedquick.com
Industry:
E-Commerce, Wholesale
Location:
Portland, OR
Business:
Apparel

Quote

"Our Internet sales have continued to increase and we saw a 30% increase in our first month after going live. The ability to add products quickly and remove items has allowed us to keep the commerce side of our website fresh. Getting new products up on the web more quickly generates sales. In addition, the relative simplicity of managing the backend and updating the site saves us time which in a small company is incredibly valuable. "

- Tarran Pitschka, CEO
  Wicked Quick Industries

Additional Customer Success Stories

Visit Web Site:
www.agiliron.com/customers

For More Information

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Challenges and Pain Points

*   Product Catalog and Inventory Management – Prior to Agiliron, the solution was an internally built and managed solution. However, it required quite a bit of manual work every time to add or change a product. Also, the management of inventory was cumbersome - manual tracking of items on-hand, adjustment of catalog every time a size/style sold out.

*   Promotions are a critical tool for driving apparel sales – tools like Specials, Discount Coupons, Flexible Shipping Tables for multiple geographic zones are key elements; ability to manage this dynamically on previous store was been a challenge.

*   Support for Sales thru Consumer WebStore, Wholesale (B2B) Store, Catalog & Direct Sales – Sales thru these various channels requires visibility - it was very inefficient to take and process orders and have visibility into the state of the business at any point in time.

*   Multi-user backend solution – Previous custom solution required getting developer involved everytime a product needed to be changed, now any one in the company with access can make the necessary changes easily.

AGILIRON Solution and Business Results

Edition, Users & Roles
*   **Edition**: Premier Edition
*   **Users**: CEO, COO, Product Manager, Designer

Migration of Existing Solutions
*   Migration of Product Catalog, Images and Inventory data from existing solutions

Challenges Addressed & Results
*   Matrix Item based Inventory & SKU Pricing Management across Channels
    *   Organized by Size, Style & Color
    *   Real-time access to Stock & Price Book data
    *   Easy and daily management of Promotions (Specials, Discount Coupons)
*   All Sales Channels Integrated
    *   B2C WebStore, B2B WebStore, Direct Sales
    *   Auto-inventory management and synchronization across all channels
    *   Centralized Order Management across all channels
*   Customer Relationship Management (CRM)
    *   Single customer database of customers from all channels

Impact on Business
*   30% increase in online orders in first month after going live
*   Single Integrated Solution for managing all the Sales, Back-office and Front-office
*   Significant cost savings in time and personnel for managing daily operations
*   Total visibility into business from anywhere

Adoption & Deployment Timelines
*   September 2009 - went live; entire migration and deployment completed in a month