

Business Profile

Company:

Idawg Clothing
(www.idawgclothing.com)

Industry:

E-Commerce, Wholesale

Location:

Seattle, WA

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

- Seamless integration of sales thru Retail and Wholesale (B2B) WebStores, Catalog and Direct Sales
- Inventory Management across multiple sales channels
- Promotions - Specials, Coupons, Flexible Shipping Tables
- Access to business information

Solution

- Idawg Clothing deployed 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

- 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



Customer Success Story

“Having two separate web stores, one for retail and one for wholesale, allows our wholesale customers to log in and place orders. This frees up time we used to spend taking orders to focus on marketing activities and growing our business.”

- Joanie Dhillon, CEO, Idawg Clothing



Introduction & Business Description

Idawg offers fashionable, hip clothing for BIG dogs. Joanie Dhillon, founder of Idawg Clothing, explains how it all started – “The concept for Idawg began in 2003 with the arrival of Ginger to my life. Ginger is a Red Nose American Pitbull Terrier. As you may know, Pitbulls have very short hair despite their often muscular, stalker physique. Ginger would break my heart when she trembled in 45 degree weather! I searched for clothing to protect Ginger and all I could find was a bright yellow and black fleece jacket. People would laugh when they saw us because this big, serious-looking dog was wearing a bright yellow coat! I began to realize there were many other dog owners like myself who adore their big dog and want them to stay warm while wearing fashionable clothing that suited their “bigger” personality.”



In 2003, Joanie decided to pursue her entrepreneurial dreams. After a year of obstacles and continued dedication, she was able to bring Idawg Clothing to market and to other frustrated big dog owners. Idawg promises high quality fabrics and detailed fabrication to offer the ultimate sporty, comfortable fit for the dog through the rain and cold.

Currently, Idawg sells through their online store along with over 70 retailers across the US, Europe, Australia and Japan.

Business Process Flow



Business Profile

Address:
4419 Suite #B SW Morgan Street
Seattle, WA 98136
Phone:
206.371.1962
Website:
www.idawgclothing.com
Industry:
E-Commerce, Wholesale
Location:
Seattle, WA
Staff:
Two
Business:
Pet Fashion & Accessories

Quote

"After integrating the Agiliron back office suite into our business, it has taken our company to a more competitive level. Prior to the integration, we had a very primitive inventory management system. We now know exactly where our inventory levels are at any given moment. This has enabled us to plan more efficiently and not have to disappoint customers who thought we had a particular style/size in stock"

- Joanie Dhillon, CEO,
Idawg Clothing

Additional Customer Success Stories

Visit Web Site:
www.agiliron.com/customers

For More Information

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Customer Success Story

Challenges and Pain Points

- Seamless integration of sales through Retail and Wholesale (B2B) WebStores, Catalog & Direct Sales – Sales thru these various channels requires visibility - with manual processes and excel spreadsheets, it was very inefficient to take and process orders and have visibility into the state of the business at any point in time.
- Inventory Management and Control across Multiple Sales Channels – given the sales through various channels, complete and dynamic control over product catalog and inventory is critical to be able to take and fulfill orders. Since there is sales through retail and wholesale channels, products are updated often.
- Promotions are a critical tool for driving sales – tools like Specials, Discount Coupons, Flexible Shipping Tables for multiple geographic zones are key elements to move product; ability to manage this dynamically on previous store has been a challenge.
- Desktop applications & spreadsheets meant that information was siloed and offered limited visibility into various aspects of the business.



AGILIRON Solution and Business Results

- **Edition, Users & Roles**
 - Edition: Premier Edition
 - Users: Founder, Sales, Fulfillment
- **Migration of Existing Solutions**
 - Migration of existing custom website
 - Import of product, styles and inventory information
 - QuickBooks
- **Challenges Addressed & Results**
 - All Sales Channels Integrated
 - B2C WebStore, B2B WebStore, Direct Sales
 - Auto-inventory management and synchronization across all channels
 - Centralized Order Management & Fulfillment across all channels
 - Matrix Item based Inventory & SKU Pricing Management across Channels
 - Organized by Size, Style & Color, Presentation of Style/Color Swatches for improved user experience
 - Real-time access to stock & price book data
 - Regular management of Promotions (Specials, Discount Coupons)
 - Customer Relationship Management (CRM)
 - Single customer database of customers from all channels
 - Filters for email marketing
- **Impact on Business**
 - Single Integrated Solution for managing all Sales, Back-office and Front-office functions
- **Adoption & Deployment Timelines**
 - December 2008 - entire store design, migration and deployment completed in one month

