

Business Profile

Company:

Mannequin Madness
(www.mannequinmadness.com)

Industry:

E-Commerce, Retail

Location:

Oakland, CA ; New York, NY

Highlighted Capabilities

Product: Enterprise Edition

Multiple Sales Channels:

WebStore:

E-Commerce & Rentals

Retail Sales:

POS at multiple Retail locations

eBay Auctions & Store Integration

Inventory:

Multi-locations, Serialized inventory, RFID Integration

QuickBooks:

 Import & Export

Challenges

- Serialized Inventory across multiple cities and selling thru multiple sales channels (Webstore, eBay, Retail)
- RFID Inventory tracking module integration
- CRM Automation across sales channels
- Order Management & Fulfillment
- Accounting Integration to QuickBooks

Solution

- Mannequin Madness deployed AGILIRON Enterprise Edition
- WebStore, eBay Integration, Retail POS, CRM, Accounting and Order Management Modules
- Compatibility w/ Existing Solutions - Remote osCommerce WebStore, Import of RFID inventory data

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
- Significant cost savings in time and personnel for managing operations

MANNEQUIN MADNESS

Customer Success Story

"Agiliron allows me to offer the features of a robust integrated system at a fraction of the cost of similar systems. We can now spend less time generating reports and more time analyzing them."

*- Judith Henderson-Townsend, CEO
Mannequin Madness*



Introduction & Business Description

Mannequin Madness began in 2001 when Judi was looking for a mannequin for an art project. She encountered a small company in San Francisco that rented mannequins, but was on the verge of closing its doors. Judi decided to buy the company's 50 mannequins and start her own mannequin business as a hobby. She put up a Web site and after her dot com job vanished, she devoted all her energy into what became Mannequin Madness.

Now Mannequin Madness maintains solid growth by handling mannequin liquidations for Sears, Ralph Lauren, St Johns, Bloomingdales and Nordstroms. These mannequins are then sold or rented to a wide variety of customers in the U.S. and Canada. Last year the company went national, handling mannequin liquidations for Niketown and Kohl's. Clients include artists, event planners, trade-show vendors, production companies, museums and even lawyers who need a mannequin for a courtroom demonstration. Judi is striving to become the largest national mannequin liquidator.



Watch featured videos by following the links below:

- [CNN Small Business](#)
- [Your Green Life](#)
- [Daryn Kagan Business](#)

Business Process Flow



Business Profile

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1.866.444.1752
Website:
www.mannequinmadness.com
Industry:
E-Commerce, Retail
Location:
Oakland, CA ; New York, NY
Staff:
Five
Business:
Liquidator, Retail

Quote

"After installing a system that cost \$30,000, I soon realized that it was not as easily customizable as the sales rep had led me to believe. It was cumbersome to use which made it difficult for my non-technical staff members to implement. Fortunately, I heard about Agiliron, was able to participate in their Beta program and I quickly became an early adopter."

*- Judith Henderson-Townsend,
CEO, Mannequin Madness*

Additional Customer Success Stories

Visit Web Site:
www.agiliron.com/customers

For More Information

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Challenges and Pain Points

• Mannequin Madness is striving to become the largest mannequin liquidator in the country. However, the company faces significant obstacles. The greatest challenge has been inventory. "We don't have the luxury of ordering product when we need it," Judi says. "We have to take it when it becomes available." Because the company typically must buy inventory quickly and en masse, it is often drowning in mannequins. Inventory is all over the country and selling thru multiple sales channels (WebStore, eBay, Retail at the warehouses), with varying levels of quality, condition & value.



• In an attempt to wrap her arms around her inventory problems, Judi went in search of a software solution. What she found, however, was discouraging. Companies had designed inventory management systems robust enough for her needs, but they were intended for large companies. Systems geared for small businesses, meanwhile, proved weak and inflexible. "We have big business needs, but we have a small business budget," she says.

• CRM Automation, Order Management, Order Fulfillment and Accounting Integration to QuickBooks are some of the other processes that needed to be addressed to streamline operations.

AGILIRON Solution and Business Results

• Edition, Users & Roles

- Edition: Enterprise Edition
- Users: Owner, Accountant, Retail Associate, Fulfillment

• Migration of Existing Solutions

- Remote Integration of existing osCommerce WebStore
- Subsequent migration to Agiliron WebStore
- Import of inventory information from RFID data
- QuickBooks

• Challenges Addressed & Results

- All Sales Channels Integrated
 - Auto-inventory management and synchronization across all channels
 - Centralized Order Management & Fulfillment across all channels
- Serialized Inventory across multiple stock locations
 - RFID data import integration
 - Real-time access to stock data as well as attributes such as shape and condition
- Customer Relationship Management (CRM)
 - Single customer database of customers from all channels
 - Filters for email marketing

• Impact on Business

- Single Integrated Solution for managing Back-office and Front-office functions
- Significant cost savings in time and personnel for managing operations

• Adoption & Deployment Timelines

- Early adopter since April 2008, modules adopted and integrated on availability

