

## Business Profile

### Company:

Mooloolaba  
([www.mooloolabaus.com](http://www.mooloolabaus.com))

### Industry:

Wholesale, E-Commerce

### Location:

San Francisco, CA

## 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

- Mooloolaba 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
- Multi-user Back-Office solution

## 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

*“Agiliron was there every step of the way, effective in their communication of the migration and deployment process and transitioning the business over to the new platform; all the phases were completed in a timely & orderly fashion.”*

*- Jen Ryan, CEO, Mooloolaba*



## Introduction & Business Description

Mooloolaba (pronounced moo-loo'lä-bä) is a magical beach town nestled on the Sunshine Coast in Queensland, eastern Australia. Mooloolaba means “black water snake” and was named by the aboriginal natives of Australia.

Jen Ryan, CEO of Mooloolaba explains – “As a kid I spent a lot of time in Mooloolaba and it makes me smile every time I visit. Mooloolaba is also the name of my company. We’re committed to producing comfortable, quality, stylish surf wear for women. Australian inspired, based in California, we call ourselves a surf wear company but remember, you don’t have to surf to wear ‘em.”



Mooloolaba manufactures hip, sophisticated, functional and versatile surf wear for women of all sizes and ages - the target market is women in their 30's and up, including athletes who are muscular and require more realistic sizing.

Currently, Mooloolaba line of products can be found in high end boutiques as well as department and specialty stores – these include Title Nine and well over 70 retail stores throughout the US.

## Business Process Flow



## Business Profile

**Address:**

2200 Cesar Chavez Street, Ste. 7  
San Francisco, CA 94124

**Phone:**

415.970.0733

**Website:**

[www.mooloolaba.com](http://www.mooloolaba.com)  
[shop.mooloolaba.com](http://shop.mooloolaba.com)  
[dealer.mooloolaba.com](http://dealer.mooloolaba.com)

**Industry:**

Wholesale, E-Commerce

**Location:**

San Francisco, CA

**Staff:**

Five

**Business:**

Apparel

## Quote

*"The biggest value Agiliron brought to our business is delivering a solid technology platform that can allow us to expand our business without worrying about the infrastructure to manage it, now all the employees have access to the information they need anywhere, anytime. This combined with their incredible customer support helped us achieve a successful on line solution!"*

- Jen Ryan, CEO, Mooloolaba

## Additional Customer Success Stories

**Visit Web Site:**

[www.agiliron.com/customers](http://www.agiliron.com/customers)

## For More Information

**Address:**

10940 SW Barnes, Ste. 217  
Portland, OR 97225

**Phone:**

1.855.AGILIRON - 1.855.244.5476

**Email:**

[info@agiliron.com](mailto:info@agiliron.com)

**Web Site:**

[www.agiliron.com](http://www.agiliron.com)

## Challenges and Pain Points

- Seamless integration of sales thru 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 thru 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 thru retail and wholesale channels, products are updated daily.
- Promotions are a critical tool for driving apparel 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 stores has been a challenge.
- Multi-user backend solution – desktop applications and lack of multi-user access to previous stores administration interface meant that information was siloed and the business staff had limited access to data necessary to do their jobs effectively.



## AGILIRON Solution and Business Results

### • Edition, Users & Roles

- Edition: Premier Edition
- Users: CEO, Operations, 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
- Significant cost savings in time and personnel for managing operations

### • Adoption & Deployment Timelines

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

