

## Business Profile

**Company:**  
Suburban Riot  
([www.suburbanriot.com](http://www.suburbanriot.com))  
**Industry:**  
E-Commerce, Wholesale  
**Location:**  
Los Angeles, 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 site and store with custom links
- Support for sales thru B2B store, Catalog and Direct Sales
- Inventory Management across multiple sales channels
- Promotions - Specials, Coupons, Flexible Shipping Tables

## Solution

- Suburban Riot 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
- Significant cost savings in time and personnel for managing operations



## Customer Success Story

*"Our conversion rates, traffic and overall sales have all improved by leaps and bounds since our conversion to the Agiliron platform. 2009 year to date we've seen a 50% increase in web sales. We're also able to easily manage the ever changing product mix which is essential."*

**- Nate Koach & Jason Reed, Owners  
Suburban Riot**



## Introduction & Business Description

Suburban Riot is a Los Angeles-based apparel company that specializes in progressive lifestyle apparel products for men and women - products that combine art and bold styling with high-end basics; without a hyper-inflated price tag. They make stuff that looks good in the closet this year, and will probably still look good next year. It's a simple principle, but one of the most difficult to do right. Each of the pieces has a well tailored and almost sculpted fit. When it comes to creating looks, they push the envelope for the season, but also offer a cut you can keep around for a while. They are constantly sourcing sustainable materials, from organic cotton to recycled polymer based materials.



The founding Riot Crew was raised in the mellow Pacific Northwest. Over the years, they migrated to Venice, CA, or as they call it, the heart of darkness. Suburban Riot's look and feel is a result from years of influence that is both sunny hedonism, and rainy clarity - a combination of ideas.

Currently, Suburban Riot can be found in high end boutiques as well as department and specialty stores - these include Bloomingdales and Urban Outfitters and well over 100 retail stores throughout the US and Canada.

## Business Process Flow



## Business Profile

### Address:

900 East 1st Street, #212  
Los Angeles, CA 90012

### Phone:

213.620.0403

### Website:

[www.suburbanriot.com](http://www.suburbanriot.com)  
[wholesale.suburbanriot.com](http://wholesale.suburbanriot.com)

### Industry:

E-Commerce, Wholesale

### Location:

Los Angeles, CA

### Staff:

Three

### Business:

Apparel

## Quote

*“Sales have increased, and the overall efficiency of the site has improved. These are key to our success, especially as orders increase and fulfillment becomes a major hurdle. The overall solution has been the most important. We have complete control of our product and inventory management. Since we do both retail and wholesale sales, product has to be updated almost daily; which we are able to do easily.”*

*- Nate Koach & Jason Reed,  
Owners, Suburban Riot*

## 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:

1.877.245.4764

### Email:

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

### Web Site:

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



## Customer Success Story

### Challenges and Pain Points

- Seamless Integration of Site & Store with custom links – attempts to create this using solution from Yahoo and custom cart from independent developer did not yield the desired results; shoppers were confused.



- Support for sales thru Wholesale (B2B) Store, Catalog & Direct Sales – Sales thru these various channels requires visibility - with a hodgepodge of solutions 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, product is 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.

### AGILIRON Solution and Business Results

#### • Edition, Users & Roles

- Edition: Premier Edition
- Users: Owners, Fulfillment

#### • Migration of Existing Solutions

- Migration of existing custom WebStore
- Import of product 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
  - 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

- Nov 2008 - went live before Thanksgiving; migration and deployment completed in a week

