

# Improving Visibility & Control

How Tommie Copper uses BlueCherry® to grow their business



## ABOUT TOMMIE COPPER

Tommie Copper was founded in 2010 with the simple goal of helping people live healthier, happier, more fulfilling lives by keeping their bodies moving.



The Functionally Innovative Compression sleeves and active wear that Tommie Copper designs has helped over 1 million people pursue their passions in work and play. It's support apparel that works hard, so you can work harder.

Tommie Copper is dedicated to keeping bodies in motion.

## The Challenge:

As a new company, Tommie Copper faced infrastructure, visibility and reporting issues that were hindering its ability to grow. The company had outgrown Microsoft® Excel® spreadsheets as a method of data management. Tommie Copper operated across multiple disconnected silos and the manual data entry was increasingly fraught with discrepancies among management, product development, domestic and international production factories, fulfillment centers and wholesale partners. Using spreadsheets had also become time-consuming and cumbersome.

The company needed to upgrade to a system that could keep pace with its rapid growth and expansion. Tommie Copper also needed to outsource infrastructure management, as it did not have the ability or resources to host infrastructure on-premises.

Tommie Copper investigated CGS's BlueCherry® solution because it provided an integrated enterprise software solution that would:

- Improve visibility and control
- Streamline business processes
- Centralize product and operational data
- Make reporting simpler and more accurate

“Tommie Copper has grown so quickly in the four years that we've been in business. **There's no way we would have been able to manage the business outside of BlueCherry.** Just the fact that we were able to get all the pieces implemented within one [solution] made it that much smoother and easier for us.”

- Kelli Knox, Director of Information Systems

CGS began its partnership with Tommie Copper by working collaboratively to understand the company's unique business needs. During interactive meetings and subsequent product demonstrations, CGS examined Tommie Copper's requirements and crafted an integrated solution to fit the company's goals, incorporating information that was gathered.

## The Solution:

Working closely with Tommie Copper, CGS executives built a strategy for implementing the right solutions, including:

- BlueCherry Enterprise Resource Planning (ERP)
- BlueCherry Product Lifecycle Management (PLM)
- BlueCherry Electronic Data Interchange (EDI)
- Integrated Microsoft® Dynamics® for AP and GL
- CGS's Hosted Managed Cloud Services

Since Tommie Copper lacked the infrastructure and human resources to host on-premises, selecting CGS's hosted managed cloud solution made perfect sense. Kelli Knox, Director of Information Systems at Tommie Copper, noted that an integrated suite of solutions and the option to have it all hosted was something that the company did not frequently come across in its bidding process, so the ability to centralize even more data was a "no brainer." Knox was especially impressed with the fact that her team could access its system from anywhere in the world 24x7x365.

Tommie Copper's goal was to be up and running as quickly as possible. The company needed to automate its data and processes, become more accurate and data-driven and rely on a strong partner that could help with implementation. The CGS team of experienced on-site project managers oversaw the implementation, aligned with the client during weekly calls, helped with user training and set up the valuable reporting that Tommie Copper knew it needed to continue to grow. Tommie Copper based the measurement of success from user feedback who reported a user-friendly product experience.

## The Results:

Tommie Copper selected CGS's BlueCherry Enterprise Suite of solutions over the competition, recognizing it as a complete package for meeting the company's needs. An added advantage: CGS has specialized in apparel, fashion and consumer goods for over 30 years. The partnership between CGS and Tommie Copper continues to grow due to:

- Improvement in cost visibility and financial collaboration
- Better reporting and data accuracy across the business
- Ability to reallocate new-found time to other projects



Knox believes that the BlueCherry solution has enabled Tommie Copper's business growth. "Tommie Copper has grown so quickly in the four years that we've been in business. There's no way we would have been able to manage the business outside of BlueCherry. Just the fact that we were able to get all the pieces implemented within one [solution] made it that much smoother and easier for us," said Knox. **"CGS didn't just give us a system," added Knox. "They gave us a system with people who understood the business and the apparel world. So we can go to CGS with any questions on how to handle specific aspects of the business and we get answers. We get people trying to help us out with it. Without that, we probably would be running blind. With having a new business and not knowing a lot about how to move forward, having CGS there and giving us advice was great."**

"With implementing the [BlueCherry] system," said Knox, "We accomplished our goal of having streamlined business processes and being able to respond to things in a more timely fashion and with less errors. It just made work a lot more efficient for us."

**CGS's BlueCherry® Enterprise Suite** provides clients with a powerful, comprehensive set of tools to drive their fundamental business processes. Focusing on the needs of high-growth organizations operating in the consumer lifestyle products and retail industries, our solutions have the built-in capacity to address the needs of all core management, planning, product development, manufacturing, logistics, finance and sales functions. Our modular design allows us to customize solutions to fit each client's aspirations — launching as one comprehensive system that reaches across a client's entire organization, or implementing in a step-by-step fashion to grow along with a client's business.