

Rise and Shine

SHEEX profits rise month-over-month after lightning fast BlueCherry® implementation



Founded in 2007, SHEEX uses the same breathable, moisture-wicking performance fabrics found in elite athletic wear in the manufacture of its advanced performance bedding, sheets, bedding and sleepwear.



Key Challenge: Fully automate electronic order processing, improve visibility into current sales, maximize flexibility.

CGS Solutions: BlueCherry® Enterprise Resource Planning (ERP), BlueCherry® Electronic Data Interchange (EDI), BlueCherry® B2B eCommerce, BlueCherry® Product Lifecycle Management (PLM), Microsoft Dynamics SL.

Results:

- Heightened visibility into sales trends
- Streamlined resource management/order processing
- Faster, simpler onboarding of new customers
- Enhanced configurability to adapt to industry trends/practices

Although Ms. Walvius and Ms. Brooke-Marciniak have left the basketball court behind, their demand for elite performance, big picture thinking, and smart playmaking hasn't stopped. Every aspect of the company, from day-to-day operations to design and manufacture of the products at the heart of SHEEX sleep solutions, is characterized by a pro-active approach that encourages creative problem solving, collaboration, and hard work.

As SHEEX Director of Operations and IT, Theresa D'Alesandro puts it, "We're the kind of team that says 'Don't tell me what to do. Tell me why I'm doing it, so I can develop the tools to figure it out on my own and be self-sufficient.'"

The Business Challenge

When Ms. D'Alesandro first came on board at SHEEX, the company's big league aspirations were being held back by a number of challenges. First, they had a system that lacked integration and relied too much on manual entries for order tracking and invoicing. Second, SHEEX struggled to provide leadership with the kind of timely information necessary to adapt to rapidly changing sales trends in its market. "Reporting was virtually non-existent," Ms. D'Alesandro recalls, "the executive team had no visibility into what was selling at the product level."

The SHEEX leadership team knew that to attain the growth to which they aspired, they had to "act like a big company." They realized that an Enterprise Resource Planning (ERP) system would be required to give them the up-to-the-minute sales data they needed to take the business to the next level.

“ SHEEX needed an ERP system to provide real-time visibility into developing trends...and enable our team to respond quickly to the lightning-fast pace of the market. We needed an ERP vendor with experience supporting small and large companies, cloud capabilities, and expertise in dimensional/ size-based industries. **That's why we went with CGS BlueCherry.** ”

Theresa D'Alesandro, Director Operations and IT, Sheex

The CGS Solution

The Blue Cherry Enterprise Suite gives SHEEX all of the above: visibility into selling trends—down to the level of style/color/size, the ability to onboard new customers quickly and easily, and a single, automated environment to manage resources and product lifecycles. BlueCherry provides SHEEX with a streamlined order fulfillment process that minimizes individual touch points and gives the SHEEX team the ability to scale up operations rapidly for future growth.

In addition, the BlueCherry cloud provides SHEEX with a complete, backed-up and redundant IT infrastructure with 24/7 support. This system has reduced SHEEX capital and labor expenditures, which resulted in much lower overall costs.

Of course, SHEEX' favorite BlueCherry feature is its configurability, as it gives the SHEEX team the flexibility to actively respond to almost any business requirement or process change on their own without development or downtime. These smart, spontaneous decisions have helped SHEEX rack up some very impressive numbers.

Measurable Results

When SHEEX first started phasing in the BlueCherry ERP system in 2015, the boost to productivity came quickly. The system processed over \$486,000 worth of orders in the first month, with no significant issues.

Today, Ms. D'Alesandro reports, "BlueCherry has streamlined the order fulfillment process, with EDI that makes us a lot more productive. We can now process more orders in a day than we could in half a year using our old system."

Like its athlete founders, SHEEX is always pushing itself to make the most of its resources and take an active role with its business partners. In fact, even before SHEEX implemented BlueCherry ERP, SHEEX was advising BlueCherry about ways in which an ERP system could help them align better with the product specifications required in the bedding industry. Subsequently, when BlueCherry incorporated SHEEX' suggestion into its next B2B system rollout, BlueCherry was drafted as a new member of the SHEEX team. As with everyone else involved with SHEEX, BlueCherry plays an active role.

What's Next?

As SHEEX looks ahead to its next growth opportunity, the strategic decision-making enabled by the intelligence from BlueCherry will continue to play a key part. According to Ms. D'Alesandro, SHEEX' ability to grow will be facilitated by "focusing on system changes and processes that make the company more productive and generate even more revenue." To achieve these goals, SHEEX will look to incorporate additional BlueCherry services.

SHEEX is currently in the process of rolling out a B2B site for their small and medium-sized customers. The site will have tools to speed up the ordering process, including on-the-go sales capabilities such as digital catalogs. The sales team will be able to use the site to increase engagement with existing customers and enlist new ones. Additionally, SHEEX is in the middle of fully implementing its BlueCherry Product Lifecycle Management (PLM) initiative. Ms. D'Alesandro says the team is currently using "about 60% of PLM's functionality."

Of course, knowing SHEEX, it won't be long before it reaches the full 100% and extends the team's characteristic full-court press on its competitors. Meanwhile, as part of the SHEEX team, BlueCherry and the BlueCherry Enterprise Suite will continue to actively support the achievement of all SHEEX' goals.

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To learn more about BlueCherry®, contact your BlueCherry® sales representative at 212-408-3809 or email us at applications@cgsinc.com.

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