



## CASE STUDY

# Livie & Luca Streamlines Wholesale and E-commerce Operations with BlueCherry® ERP

## Introduction

Founded in 2005, Livie & Luca children's shoes incorporate brightly colored leathers, bold designs, and whimsical modern touches that capture the playful essence of childhood. Livie & Luca designs are inspired by nature, folklore and the rich imagination of children. Their comfortable construction allows kids to navigate playgrounds, city streets and dirt pathways with style and ease.

## The Business Challenge

As a small, up-and-coming company, Livie & Luca was relying on generic accounting software and spreadsheets for invoicing and related tasks. Much of their key business data was entered manually and inventory data was spread across multiple systems.

As the company began to grow, processes and deadlines became increasingly difficult to track and meet due to the lack of integration between systems. This disconnect also resulted in a general lack of visibility and unified reporting across wholesale and e-commerce channel operations.

With their products now enjoying strong consumer demand, the company recognized the need for a robust business system with the ability to centralize, manage, and more effectively report on all wholesale and e-commerce operations, inventories, and other mission-critical information and processes.

## Why CGS?

At the beginning of its systems evaluation process, Livie & Luca looked at both general and fashion/footwear-specific systems. Soon after starting this process, they learned about **BlueCherry®** from another company that had earlier achieved success with it.

"While attending a conference, I asked a women's fashion retailer that I respect for advice on a system that could meet our requirements," said Amie Garcia, Co-owner of Livie & Luca. "When I explained that we needed a system that could provide inventory control, wholesale management and other capabilities, they told me about the stellar reputation **BlueCherry®** has built in the fashion industry and recommended it without hesitation. With this, my decision became clear."

Although Livie & Luca was a relatively small company at the time, they knew it was only a matter of time before their growth would take off. In addition to ensuring a solid functional match, finding a system with the scalability to support that growth was also critical to the selection of **BlueCherry®**.

## Overview

**Customer Profile:** Livie & Luca

**Industry:** Fashion, Footwear & Apparel

**Products:** Children's & Women's Shoes

**Founded:** 2005

**Headquarters:** San Francisco, CA

**Website:** [www.livieandluca.com](http://www.livieandluca.com)

### Key Challenge:

Spreadsheets and other generic software tools unable to integrate wholesale and e-commerce operations; lack of accurate and timely reporting.

### CGS Solutions:

**BlueCherry®** Enterprise Resource Planning (ERP), **BlueCherry®** Electronic Data Interchange (EDI), **BlueCherry®** Third-Party Logistics (3PL)

### Results:

- Reduced manual data entry and tracking
- Gained visibility & control across business
- Streamlined e-commerce business operations
- Improved reporting capabilities
- Adopted industry best practices

"I had my eye on the big picture and growth potential of Livie & Luca," said Garcia. "It was important that we set ourselves up for the future so that we wouldn't have to keep scrambling and trying to fix systems that we had outgrown. The fact that we could manage our online store and wholesale operation with a single solution really pointed us towards **BlueCherry®**. Of course, the deep experience that CGS has in the fashion and footwear industries also played an important part in our decision."

## The CGS Solution

In addition to the core best-in-class capabilities of the **BlueCherry®** ERP solution, Livie & Luca also chose the integrated **BlueCherry®** EDI and 3PL modules to address its requirements for Electronic Data Interchange and Third-Party Logistics management capabilities. The company also leveraged the industry proven CGS implementation methodology to ensure it would achieve the fastest possible speed to benefits.

Livie & Luca also benefit from the support of the **BlueCherry®** team of more than 250 industry-experienced professionals, the opportunity to collaborate with a large and active community of fellow **BlueCherry®** clients, and industry-leading **BlueCherry®** software roadmap and continuous improvement initiatives.

## Measurable Results

Along with the many benefits of combining all information and processes into a single system, automated shipping and allocation features built into **BlueCherry®** have helped Livie & Luca streamline operations and achieve a massive improvement in overall productivity.

"With our old methods of manually processing pick tickets, we could never maximize our shipping," said Garcia. "**BlueCherry®** is now enabling us to maximize our fulfillment center's shipping potential each day. This is making a major impact on our business because the sooner we can get the shoes out the door and into the stores, the sooner they can receive them and this ultimately helps us all achieve overall success."



**BlueCherry®** has brought everything together in one place for Livie & Luca while providing the real-time visibility and reporting they need to grow more efficiently. It has also provided the information and tools they need to eliminate the guesswork in the order planning process.

**"Just looking at where we were five years ago and where we are now, it's like night and day."**

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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](mailto:applications@cgsinc.com). You can also visit us at [www.cgsinc.com](http://www.cgsinc.com). Computer Generated Solutions, Inc., 200 Vesey Street, Brookfield Place, New York, NY 10281-1017

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