

Ed Hardy New Zealand Pty Ltd

[Retail clothing]

SUMMARY

Ed Hardy is a brand label with a difference. The product range is endorsed by high profile personalities and celebrities around the globe and the retail stores follow the same theme of pushing the boundaries in eye catching fashion. Director of Ed Hardy (NZ), Warren Hignett explains: "We were launching the brand in New Zealand and wanted to put all the right tools in place. Implementing HansaWorld Enterprise was a very important step we took."

Web Site

www.edhardy.co.nz

Key Challenges

- Implement a system that facilitates royalty reporting
- Manage the retail environment and integrate CRM within the business
- Linking of multiple locations

Project Objectives

- Introduce the new system in parallel with official New Zealand store launch
- Implement a system with standard workflows that suit the business
- Accurate inventory control from go live date

Why HansaWorld Enterprise

- HansaWorld understood business requirements the best
- Being able to increase the scope of functionality used for handling business processes as the company's needs grow
- Software has functionality to support multi-location environment

Implementation Highlights

- Implementation was completed under a tight schedule to meet the deadline of the first official store opening
- High level of service and commitment from HansaWorld professionals throughout the implementation

Databases

Though HansaWorld Enterprise runs also on Oracle and SQL databases, Ed Hardy decided to run it on HansaWorld's proprietary database, as it comes with the software and does not have any extra yearly licensing costs. Most other software packages on the market demand a third party database, which increases the yearly fees for the software considerably.

Server hardware - Apple Mac G5

Client hardware - Intel Mac and Power PC Mac

Server Operating System - System: Mac OSX 10.5.5

Client Operating System - System: Mac OSX 10.5.5

"I have always been a fan of Apple Mac and wanted to use Apple computers in my retail stores. I was recommended to look at HansaWorld Enterprise by another existing customer so after visiting a number of retail stores around Australia I finally decided to have the HansaWorld Enterprise solution implemented at Ed Hardy."

Director of Ed Hardy (NZ), Warren Hignett.



ED HARDY

Ed Hardy Pty Ltd (Australia) own the exclusive rights for Ed Hardy stores & stock distribution across Australia, New Zealand, Malaysia, Philippines, Indonesia, Vietnam & Pakistan. Originally founded in LA, they are now a market leading brand in retail clothing and focus on "edgy, exclusive fashion". In February 2009 Ed Hardy opened their first store in Auckland, New Zealand and turned to HansaWorld to address their business requirements for retail, customer relationship management, warehousing and financials.

According to Hignett "We were looking at many other products on the market but I felt that HansaWorld understood our business requirements best. I also liked the idea of growing together with a company that is similar to us and looking to expand in to new markets."

HansaWorld was chosen based on what felt right at the time and also because they offered a package that could grow alongside the business when they expand with additional stores around New Zealand. Ed Hardy implemented HansaWorld between December and February under a tight schedule to meet the deadline of the first official store opening.

Hignett says: "The services aspect of the project were refreshingly good. Being from the service industry for years myself, the effort that the HansaWorld consultant put in was above and beyond call of duty. This was noticed by me and the entire team." says Warren. "When you open a new business, you expect to need to work long hours to meet the tight deadlines. The HansaWorld consultant worked beyond the normal working hours to ensure that we were ready for go-live with the added pressures of opening a new store on time."



HansaWorld Profile

HansaWorld is a business solutions provider with over 20 years of experience in the international software market. It is our ambition to stay ahead of change and constantly offer customers more efficient ways of running their businesses.

With more than 73,000 installations world-wide, we have the experience to be your future proof software partner combining global knowledge and local representation.

Flexible reporting

Another important requirement was flexible reporting. Because staff are rewarded for sales Warren was able to utilise the standard bonus functionality within the system. Warren adds "I pay my staff sales commission and this was easy to implement in the standard system. I also needed to calculate royalty for head office which was very easy in the standard reports. Finally, because the system is very user friendly it made staff training straight forward and stress free."

CRM is a standout feature

Since implementing HansaWorld, Ed Hardy has been operating efficiently and without disruption. "From the first stock delivery we had accurate stock control in our warehouse. While working in the head office which is a separate location, I now have real time reporting on the business at any time in the day" says Warren. "The ability to see details of my customers using the integrated CRM functionality will help us with our VIP and loyalty programs soon to be launched in New Zealand - this is a real standout feature of the software that I had not seen in any of the competitors."

Do your research on systems then choose the best for your business!

Warren says. "Work out what you need for your business, as a small business owner, I considered where will I be in 5 years time and whether the software supplier will be with me and assist me. I was not only thinking about 1 store but 5 stores opening. Do your background checks on the software company before choosing. In selecting HansaWorld, I was mindful of my goal that I wanted to keep the business streamlined and have less people able to do more with the right system in place."

The future plans for Ed Hardy is to open an additional 4 stores around New Zealand. They will also add a webshop for online ordering and develop the inventory to maintain real-time stock across all store locations. "With HansaWorld I now have a scaleable system to grow with my business and the more that I use HansaWorld the more I can appreciate what it is delivering to my company."