



Wrigleyville Sports

www.wrigleyvillesports.com

www.thepittsburghfan.com



At A Glance:

• Company:

Wrigleyville Sports is a leading retailer of sports merchandise with three locations, specializing in Chicago Cubs and Pittsburgh Steelers sports memorabilia

• Location:

Chicago, IL

• Industry:

E-commerce, Retail, Sports/Entertainment

• Challenges:

- Lacked multi-site, real-time inventory integration with other parts of the business
- Previous point of sale solution mandated an expensive credit card processor
- Order processing slow and labor-intensive
- On-premise systems hindered growth

• Results:

- Multiple Chicago and Pittsburgh inventory locations now fully integrated with finance, marketing, sales and shipping—with real-time reporting across all of these areas
- Flexibility in payment processors enabled Wrigleyville to negotiate better discount rates
- Order and UPS shipping automation allowed five full-time employees to be reassigned from order processing to customer service
- NetSuite's scalability easily handling large spikes in volume, such as after the Steelers won the Super Bowl

“We were initially concerned about the speed of NetSuite, or what would happen if our Internet access went down, but we have put those fears to rest.”

— Trey Carlstrom, Co-Owner, Wrigleyville Sports

Results

Because of strong performances by the Chicago Cubs and Pittsburgh Steelers, including another Super Bowl win by the Steelers, daily order volumes at Wrigleyville Sports' Web site and three retail locations have as much as quadrupled on a year-over-year basis, and the mounting order volume has been smoothly handled by the NetSuite's Multi-Channel Retail Management Suite. “We don't have a huge staff of people who can diagnose technical issues, so NetSuite's reliability has been a plus,” says Dave Weiss, Internet marketing manager at Wrigleyville Sports. “We enjoy having a hosted solution so that we do not have to buy and implement software upgrades, and the Internet-based solution has been responsive and reliable for our point-of-sale systems as well.”

Using point-of-sale optimization capabilities from NetSuite partner OnSite, Wrigleyville has been able to cut down on transaction inefficiencies and improve profitability on every sale. Because the company can now select its own payment processor, merchant discount rates have become more favorable. More importantly from a customer point of view, the integrated real-time inventory provided by NetSuite ensures that when Wrigleyville sells an item through any channel, it is immediately taken out of stock. “Now we can pull an item off the Web as soon as it is sold in a retail location,” says Trey Carlstrom, co-owner of Wrigleyville Sports. “We can sell online, in the store, or over the phone, and NetSuite handles everything on the front end and back end in one system.”

NetSuite allows the company to make better use of its personnel. “Now that our order, inventory, and UPS shipping processes are so well-integrated and automated, we have been able to take five people off of manual order processing and put them on the phones, assisting customers,” he says. “Order processing now is as simple as the click of a button.” Shipping has also become more cost-effective, as the company's old system did not support shipping from multiple locations. Now, Wrigleyville Sports can prepare items for shipment from all of the company's warehouse and store locations, both in Chicago and in Pittsburgh.

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com



• **Software switched from:**

- Retail Star

• **Other software considered:**

- MS Great Plains, Sage ACCPAC

• **NetSuite Partner:** OnSite

www.onsitetechnology.com

“Our customers are more satisfied, and our employees love it, because they can help the customer faster and move on to the next sale.”

— *Dave Weiss*
Internet Marketing Manager
Wrigleyville Sports

Challenges

Wrigleyville Sports has been serving Cubs fans since opening its first location across from Wrigley Field in 1990. Since then, the company has been riding the highs and lows of baseball on Chicago’s North Side. As the company grew to include a dedicated warehouse, a satellite department store location in Chicago’s downtown, and a Pittsburgh branch catering to the local Pirates, Steelers and Penguins, the limitations of its business software began to show.

Retail Star locked the company into a single, expensive credit card payment processor. And with inventory updates syncing between locations only a few times per day, it was possible to make an embarrassing error such as committing to sell an item to a Web customer, then selling the same item again to a walk-in customer. “We upset a lot of customers that way,” Carlstrom says.

“On the fulfillment side, we needed something smoother. All of our orders had to be billed manually and we had no integration with our shipping carriers,” he says. The company had to keep five people working on billing and shipping processes all day just to keep up with order volume. Wrigleyville Sports wanted a real-time, multi-site environment to manage its operations, but wanted to avoid the expense of hiring full-time IT professionals to design and maintain such a system.

Solution

2007 brought a new manager to Cubdom, and a new software platform to Wrigleyville Sports—NetSuite. “NetSuite was the fresh, updated product we were looking for to run our business,” Carlstrom says. Integrated with OnSite for point-of-sale functionality, NetSuite quickly became a five-tool contributor to the company’s lineup.

“Some of the other solutions we looked at were actually best-of-breed products which integrated several different packages. We were looking for the all-in-one approach that NetSuite’s Multi-Channel RMS offers,” Weiss says. “And NetSuite was ready to go for us very quickly, offering templates for our Web presence that were pleasing to the eye, easy to customize, and had all of the functionality we needed.”

An Amazon.com storefront was successfully rolled out in December, providing a new, fully-integrated outlet for Wrigleyville’s merchandise. Soon, the company plans to use NetSuite Multi-Channel RMS’s services integration to sell through eBay and other popular market-places without introducing additional IT overhead. NetSuite’s Multi-Channel RMS will help Wrigleyville Sports expand its business, without requiring the company to hire more staff or to chain managers to their desks, and without trepidation. “We have smoothly processed almost 3,000 transactions in a single day, and a failover switch keeps us connected if cable or DSL fails,” Carlstrom says. “We were initially concerned about the speed of NetSuite, or what would happen if our Internet access went down, but we have put those fears to rest.”



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