DESC RTES™

Golfing Retailer Unifies Brick-and-Mortar and Online Operations Under One Solution

GOLF® SUPERSTORE

Based in Chattanooga, TN, Golf Superstore started with one brick-and-mortar store in 1990 and expanded into ecommerce. As part of a buying group, they leverage the buying power of a larger business while maintaining   the family atmosphere. Like many brick-and-mortar businesses operating online, Golf Superstore has one primary location divided into two digital warehouses, a front end for walk-in customers and a back end for ecommerce.

Company Profile
Golf Superstore

Descartes Solutions
A Platform for All Channels

About the Client
Specializing in golfing equipment, accessories, and used clubs, Golf Superstore also offers full-service repair and is recognized by Golf Digest as a top 100 fitter, fitting golf clubs for all brands and models. Golf Superstore sells on Amazon, eBay, and its own website.

For more information, please visit
www.golfsuperstore.com/.

Quick Overview

Challenge
Disconnected Online and Offline Operations

Solution
A Platform for All Channels

Results
- Improved Inventory Handling
- Marketplace and Shipping Integrations
- Elevated Warehouse Management
- Enhanced Solutions

"We've seen a lot of things improve, from the brick-and-mortar side. Probably one of our greatest improvements was something as simple as building products. With the integration directly into just Lightspeed, it cuts the middleman of just building product. Before it would be these multiple steps of building into ChannelAdvisor, building into [our warehouse and inventory management platform], and then finally building it into Lightspeed."

Josh Williams
Golf Superstore

Golf Superstore had multiple disjointed solutions, which was problematic because tracking what went wrong when a platform went down was difficult. This also meant that every time they had a new product, they would need to create it in three different systems.

Golf Superstore also needed to consolidate its ecommerce channels and brick-and-mortar store into one platform. That meant they needed a solution that could integrate with its point-of-sale (POS) system, Lightspeed. It also required a solution for grading inventory because marketplaces have rules on product quality. With so many products in so many different conditions, bin-level tracking was a necessity.

When Golf Superstore discovered Descartes Sellercloud, they knew their search for a new solution was over.
"Once we saw the key features with Sellercloud, it was honestly easy," says Williams.

When Golf Superstore deployed Descartes Sellercloud, the most significant improvement it saw was how much easier it was to build products. Williams explains how Descartes Sellercloud is the only solution they have encountered with a direct integration to Lightspeed, removing the requirement to create products for each of the individual solutions. "Now it's one stop. You build it into Sellercloud, launch it on a channel, and you're done. It cuts so many steps, cuts so much time," said Williams.

Sellercloud resolved Golf Superstore's purchasing challenges. "You can run the reports of your purchasing history in what you need. Look forward 30 days, 60 days, 90 days in, auto calculate velocity, and build those POs," says Williams, adding that POs can automatically be emailed to sales reps and suppliers.

Reporting also dramatically improved with Descartes Sellercloud. They finally had a clear picture of all the data that comes through their channels in real-time and with greater context. For Williams, inventory by warehouse is the most helpful report as he can track what's in the store versus the warehouse and what quantities need to move where. He also regularly uses replenishment reports to ensure they always have enough in-store inventory.

Descartes Sellercloud also enabled Golf Superstore to grade its inventory, track the precise inventory quantity they have for each product grade, and locate each grade at a bin level. They also adopted Skustack, Descartes Sellercloud's Warehouse Management System (WMS) to better manage product components.

Results:

Improved Inventory Handling

Since making Descartes Sellercloud central to its ecommerce operations, Golf Superstore boosted efficiency, improved inventory handling across the business, and sped up many processes.

Marketplace and Shipping Integrations

Golf Superstore plans to use Descartes Sellercloud to expand to new channels and adopt the platform's shipping module, Shipbridge to improve its shipping operations, and leverage its custom integrations and workflows.

Elevated Warehouse Management

Integrating the Skustack WMS with their Zebra scanners, Golf Superstore can now disassemble components with a few barcode scans, sell them individually, and maintain an accurate inventory.

Enhanced Solutions

Now part of Descartes, Sellercloud can offer customers more value through enhanced solutions and broader capabilities to help them succeed in ecommerce and beyond.

DESCARTES™