

STATESIDE SKATES IMPLEMENT PRIMANET TO SUPPORT GLOBAL GROWTH

Stateside Skates supplies many of the most popular brands of skateboards, scooters, skates, helmets, pads and accessories to wholesale customers around the world. A productive and vibrant British company, the business has been one of the most influential forces in the skating and skateboarding industry for over 25 years and has built a strong reputation for innovative design, forward thinking and quality of both product and customer service.

BUSINESS OBJECTIVES

This commitment to quality in all aspects of operation and investment in a new warehouse has facilitated tremendous growth over the last few years, prompting the need to invest in a new business system that will enable it to operate more efficiently, expand without restriction, interact more easily with customers and suppliers and be more proactive in terms of customer marketing and business information production.

WHY PRIMA?

To achieve Stateside Skates' aims, the decision was made to partner with Prima Solutions, the UK's leading provider of complete multi-channel solutions for the clothing, footwear and accessories marketplace.

"This was a very important project for us and as such, it was vital that we chose a supplier who understood the marketplace, understood what we are looking to achieve and were able to turn our vision into a practical, workable solution.

As we continue on this growth path, we need to ensure that we maintain the high levels of customer service that our customers have come to expect and demand. Our business systems need to support that vision and make it easier for us to deliver on all counts."

ROY COFFER
MANAGING DIRECTOR & OWNER

MEETING OBJECTIVES

Stateside Skates had very clear objectives for the project which included the need to speed up the processing of orders, improve efficiency throughout the entire picking and despatch process, reduce duplication of effort across the business and engage more directly with key customers.

"Order Management has really had a positive impact on our ability to handle the busy Christmas trading period. It led to great improvements over previous years and in terms of efficiently handling orders, it does exactly what it says on the tin!"

ALI CRICHTON
OPERATIONS MANAGER



FASTER PROCESSING

The PrimaNet web portal has been a key element in achieving speedier processing and improving the level of service provided to key customers. This easy to use application allows customers to place remote orders via a modern, Stateside Skates branded, web-based online ordering system. Utilising a web channel not only frees up time and manpower within Stateside Skates, but also allows customers to seamlessly process orders without assistance, enquire on order progress and check stock levels and prices (including specialist price banding which encourages customers to purchase in carton quantities).

Additionally, the web module is used to communicate with key customers and delivers strategic campaign and marketing management information and messaging to each customer.

IMPROVING WAREHOUSE EFFICIENCY

Improving efficiency within the despatch process has been achieved with the use of a specialist scanning solution. Warehouse operatives use hand-held scanning devices to pick, pack and despatch confirmed customer orders (based on both individual items and carton quantities) which has added speed to the process and improved accuracy which in turn reduces returns, queries and improves customer perception of service. The single view of stock across the business ensures that Stateside knows exactly what stock it has, what is already committed to customer orders, what is free to sell and where every item of stock is located at any point in time, whether it is being received from its warehouses in Asia or despatched across the world.

“The PrimaNet application is delivering real benefits to our business by adding measurable efficiency to our processes, allowing key information to be readily available and by creating a web based self-service capability”

ROY COFFER

MANAGING DIRECTOR & OWNER

BUSINESS-WIDE SOLUTION

PrimaNet provides an integrated business-wide solution covering sales and purchase order processing, product management, stock control and planning, despatch management, carrier integration, customer management and marketing.

The solution also incorporates financial management with the introduction of the PrimaNet OpenAccounts financial modules and the PrimaNet business objects module that creates specialist, real-time strategic reporting and KPI measurements throughout the business.

GOING LIVE

The PrimaNet suite of applications went live at Stateside Skates within months of the business contacting Prima Solutions. Delivered within the agreed timescales, the implementation was seamless thanks to a fantastic partnership approach from both businesses.

“At Stateside Skates, we’ve always been forward thinking and open to change. Throughout this project we’ve been extremely motivated and have found good organisation and communication was the key to a smooth, successful implementation.

We are pleased to have chosen to work with Prima and look forward to a continued business partnership and working together in the future!”

ROY COFFER

MANAGING DIRECTOR & OWNER



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