

# Customer Spotlight

## Bulk Order Processing Reimagined



**Company Name:** ISlide

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**Founded:** 2013

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**Headquarters:** Boston, MA

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**Industry:** Footwear

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

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*"FocusPoint gives our customers the customized and personal experience they come to expect from ISlide."*

Justin Kittredge, ISlide President, CEO & Janitor

### The Challenge

ISlide is one of the hottest footwear companies in the world, and the only premium, custom slide manufacturer in the market. Celebrities, elite athletes, and professional and amateur sports teams are rockin' ISlides along with large retailers such as Dick's Sporting Goods.

80%-90% of ISlide revenue comes from bulk orders, which were mired in old-school emails, time-consuming end-of-month reconciliation, and manual processes. To meet market demand with a system that automated bulk order designs and processing from its website, ISlide looked for an eCommerce solution as innovative and personalized as their product that would easily integrate with SAP Business One®. ISlide chose FocusPoint.

### The FocusPoint Solution

FocusPoint is the industry's first Cloud-certified SAP Business One solution for B2B and B2C eCommerce and marketing. Built from the ground up to integrate with

# 20-50% Annual Growth | 80% Reduction in Order Processing Time

SAP Business One, FocusPoint connects to all SAP fields — both standard and user-defined — to fully automate online bulk order processing, invoicing, and shipping.

Out-of-the-box, FocusPoint delivers enterprise-level capabilities yet it's easy to use managing the complete eCommerce lifecycle including:

- Marketing
- Business Analytics
- Social Media
- Third-party Logistics
- Warehousing

A pluggable modular/layered architecture allows additional functionality and elements to be dynamically added to the application at run-time. This architecture makes it easy for ISlide to create and manage its B2B and B2C customers. Comprehensive customer analytics with omni-channel marketing enable ISlide to fully understand and cater to their customers' design and production needs. Plus, the platform's inherent scalability ensures that it will support and advance ISlide's growth.

## Value-Driven Results

ISlide now has the capability to create customized customer self-service portals with pixel-perfect product images — in minutes vs. hours. Through these portals, tightly integrated with SAP Business One, FocusPoint delivers a host of quantifiable value including:

- One-stop self-service for automated slide design and ordering
- Invoicing and payments made before entry into SAP Business One
- Orders go directly into production
- Multi-tier pricing matrices and promotions
- Thousands of manual hours saved and re-invested into lead-gen and sales



FocusPoint is available from:



FocusPoint™ for  
**SAP** Business  
One



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