



Services: Integrated Fulfillment for SAP
Industry: Sporting goods

Trading Partners: Amazon, Canadian Tire, Costco, Dick's Sporting Goods, Golf Galaxy, Target

Case Study: Callaway Golf Company

Callaway Golf Company is synonymous with high-performance golf equipment around the world. The company has accelerated its growth through several initiatives in recent years, including bringing several components of its apparel product line in-house. Callaway sought a new partner that would work collaboratively with them to support the increasing global demand for Callaway's products.

In need of a partner with expertise in integrated fulfillment as well as existing connections to its retail customers, Callaway wanted to eliminate the time-consuming task of building and maintaining EDI maps to support trading partners' requirements. An integrated order fulfillment solution complete with existing maps would dramatically reduce the time to connect with new retailers and enable Callaway's staff to focus on other priorities.

Improving Callaway's Trading Partner Relationships



RETAILERS



SUPPLIERS



3PLS

“By using SPS Commerce’s order fulfillment solution, Callaway has been able to significantly reduce chargebacks. Chargebacks are now an anomaly in our business.”

—Zohreh Alaghemand, senior director Global ERP Solutions, Callaway

SPS Commerce offered prebuilt connections to more than 1,800 retailers, including the majority of Callaway's retail customers, as well as a large and knowledgeable staff to implement and support the solution. Callaway chose SPS Commerce's on-demand Integrated Fulfillment product for SAP and implementation began immediately.

“SPS Commerce's existing mappings to our retail customers and other trading partners helped us easily bring on new trading partners and accommodate their EDI changes,” said Zohreh Alaghemand, senior director Global ERP Solutions at Callaway. “SPS Commerce's team of experts collaborates with us and is focused on helping Callaway achieve its business goals. SPS Commerce is a true partner and has a refreshing and solution-solving attitude not usually found in today's IT marketplace.”

SPS Commerce has provided the technology and expertise to help Callaway streamline its supply chain and connect to its trading partners in days, not months. Today, Callaway uses SPSCommerce.net to connect with more than 50 leading traditional and e-commerce retail customers including Amazon, Canadian Tire, Costco, Dick's Sporting Goods, Golf Galaxy and Target.

“Our decision to partner with SPS Commerce has resulted in elimination of our EDI backlog, reduced IT costs, and increased efficiencies in serving our retail customers,” said Chris Rousseau, SVP Information Technology at Callaway. “In addition, our internal customers have been delighted with the timeliness of SPS Commerce’s ability to respond to new customer trading requirements.”

Like most vendors, Callaway wanted to avoid chargebacks from retailers by improving its operations and the timeliness of its communications. SPS Commerce worked with Callaway to automate their order and fulfillment cycle with this goal in mind.

SPS Commerce manages the day-to-day communications with Callaway’s trading partners to address new requirements, manage any issues that arise and more. Callaway has reduced supply chain costs, streamlined order and fulfillment cycles and improved customer responsiveness with the help of SPS Commerce’s products and supply chain professionals.