



NEXTSPORT

Services: Integrated EDI with NetSuite, Trading Partner Intelligence
Industry: Sporting goods

Trading Partners: Target, ToysRUs, Wal-Mart and other retailers

Case Study: Nextsport

Nextsport designs, manufactures and markets innovative and engaging product for kids and kids at heart. The majority of its business comes from distribution in major retailers including Target, ToysRUs, Wal-Mart and other retailers. To support these relationships, Nextsport needed an EDI partner to perform all EDI operations on its behalf and integrate with its NetSuite ERP system.

At a customer’s request, Nextsport called SPS Commerce to learn about the company’s on-demand EDI services used by more than 45,000 customers. After discovering that SPS had pre-existing maps to Nextsport’s retail customers, hearing recommendations from their retailers and learning about SPS’ proven integration with NetSuite, Nextsport choose SPS Commerce as their EDI partner in 2006.

Nextsport was quickly connected with retail trading partners through SPSCcommerce.net and was invited to attend SPS’ annual customer meeting.

At that event, Nextsport met George Hynes, President of Logistic Edge, a third-party logistics (3PL) provider and SPS partner that works with several SPS customers. Logistic Edge became Nextsport’s 3PL provider and is managing 95% of the company’s orders today. In addition to starting this strategic relationship, Nextsport learned of SPS’ Trading Partner Intelligence (TPI) service, which it began using in 2010.

Integrating with Netsuite and Logistic Edge

Nextsport elected to use SPS’ EDI Service for NetSuite for its high-volume customers and its 3PL, and leverage the WebForms service for smaller retail customers. SPS Commerce rapidly completed the integration to connect with Nextsport’s NetSuite ERP solution and Logistic Edge.

Improving Nextsport’s Trading Partner Relationships



RETAILERS



SUPPLIERS



3PLS

“SPS Commerce is committed to helping companies of any size connect with their supply chain partners, including retailers, 3PLs and more.”

—TJ Carskadon, President, Nextsport

“We were delighted to be chosen as Nextsport’s 3PL provider and given our past experiences with SPS Commerce, we knew the integration would be smooth and completed quickly,” said George Hynes, President of Logistic Edge. “Logistic Edge has several customers using SPSCcommerce.net and has been very impressed with SPS’ technology and experienced staff that is always accessible and willing to go the extra mile.”

Today, Nextsport's domestic and most international orders are received via EDI through SPSCommerce.net. SPS immediately routes the EDI 850 Purchase Order to Nextsport's NetSuite system. The company approves the order in NetSuite and releases it to Logistic Edge for fulfillment. Logistic Edge then completes and ships the items and sends an EDI 945 Warehouse Shipping Advice to SPSCommerce.net. This information is integrated into the NetSuite system and SPS delivers an EDI 856 Advance Ship Notice (ASN) to the retailer to comply with their trading requirements. Lastly, Nextsport issues an invoice via NetSuite and sends it to the customer using SPSCommerce.net to complete the cycle.

Managing Inventory With Trading Partner Intelligence

In late 2010, Nextsport looked to SPS Commerce to help them to more easily manage and monitor their inventory through the use of SPS' Trading Partner Intelligence (TPI) Service. Using this on-demand intelligence solution, Nextsport's sales and operations executives can quickly view the sell through rates of their products and use this information as part of their ongoing discussions with their buyers. Today they are able to view store-level sales data from 70% of their retail customers using the TPI service which has Point of Sale data from more than 120 retailers.

“After just a short time of using TPI, we are able to monitor our sell through and have more proactive discussions with buyers on how to best market our sporting goods products in their stores.”

**—TJ Carskadon, President,
Nextsport**

“SPS Commerce helps Nextsport easily meet our retailers' integration and visibility requirements with on-demand EDI services, and more effectively manage our inventory with new services such as Trading Partner Intelligence,” explained Carskadon.

This summer Nextsport is launching a new product line for fishing enthusiasts. TPI will help them to monitor the sales of these new items by retailer, geography and time period to identify any sales trends or potential inventory outages. Its sales team can use this information to work collaboratively with buyers to drive more sales.

About SPS Commerce

SPS Commerce perfects the power of your trading partner relationships with the industry's most broadly adopted, enterprise retail cloud services platform. As a leader in on-demand supply chain management solutions, we provide prewired, proven integrations and comprehensive retail performance analytics to thousands of customers worldwide. With a singular focus on the retail marketplace, we revolutionized traditional EDI systems by developing a platform that enables highly cost-effective and reliable trading partner collaboration. SPS Commerce has achieved 48 consecutive quarters of revenue growth and is headquartered in Minneapolis.