



Service: Fulfillment  
Industry: Apparel

Trading Partners: Academy Sports, Hibbett, Dick's Sporting Goods, Scheels, Footlocker and many more.

## Case Study: Branded Custom Sportswear, Inc.

**Branded Custom Sportswear, Inc.** (BCS) is an authorized licensee for Nike USA, providing collegiate embellished apparel and headwear to college bookstores and retailers.

To better meet the information needs of its internal teams and trading partners across rapidly growing lines of business, BCS was among the first to migrate to the newly reimagined fulfillment solution from SPS Commerce. Launched in April 2016, **SPS Commerce Fulfillment** redefines order fulfillment by putting consumer expectations at the forefront, while capitalizing on the power of social communications to ensure every detail stays with every order through completion. The end result is unprecedented visibility into order status.

BCS team members use SPS Fulfillment to share order, shipment and invoice transaction data with distributors, 3PLs and retailers. From the same, shared workflow, customer-facing staff can view data and documentation on demand for any transaction, allowing them to confidently address almost any order status question or issue imaginable.

“Whether it’s our business partners or end consumers, everyone expects access to more detailed and accurate shipping information,” Michelle Germaine, BCS account services retail supervisor said. “The SPS solution makes key workflow information easily accessible from one location.”

SPS Fulfillment also integrates seamlessly with the existing ERP system used by BCS, eliminating the need for spreadsheets and other manual steps. “We need a system that can keep up with order volume that has risen sharply, and combining fulfillment with ERP has noticeably improved our speed and accuracy,” Germaine said. “We have already seen reduced data entry times and fewer mistakes.”

### Improving Fruit of the BCS’s Trading Partner Relationships



RETAILERS



3PLS

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— Joe Leimer, Technology Director, BCS

### Actionable Insights at a Glance

According to BCS, one especially useful feature of new SPS Fulfillment is a dashboard view that offers a real-time, at-a-glance visual display of the entire fulfillment workflow. That includes a high-level display of each order’s status, along with clear differentiation between orders proceeding smoothly and those that require immediate attention.

“The dashboard lets us quickly understand where any order is in the process, and if there are errors, we see that right away as well,” Mary Kate Pruett, BCS account services representative said. “The whole program is laid out to keep us organized and help us succeed.”

BCS staff can also add instant messaging and alerts to each order in plain language, as a means of ensuring no special instructions get lost in translation. “We can search multiple documents. We can easily navigate the system while helping a customer. And we can communicate faster with both trading partners and consumers,” Germaine said. “The new SPS Fulfillment has definitely made our work easier.