

Slingshot Sports Surfs into the Cloud with DSG



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— Jim Kimball, CFO, Slingshot Sports

Slingshot Sports is one of the leading kiteboard and wakeboard manufacturers in the world. As a young company growing up in the age of Cloud applications, when they needed an eCommerce and ERP system, they selected the basic NetSuite edition to meet this need. This decision made good business sense since, like many small companies, they run without dedicated IT staff and wanted to keep infrastructure costs low but have the flexibility to grow and add new functionality as needed.

However, the functionality of NetSuite's basic system imposed a couple of key limitations on Slingshot's all important web-presence. For example, the look and feel of the website lacked the dynamism, content and communication options that Slingshot's web and social networking-savvy customers wanted. Additionally, the business planning limitations of NetSuite forced Slingshot's finance and management teams to rely on spreadsheets and this was error-prone and time-consuming.

As Jim Kimball, Slingshot's CFO commented "We knew that we'd made the right decision to go with NetSuite as the cornerstone of our website and financial business solution but we didn't have the time or experience to really figure out how we could get the best out of it". DSG was called in to help with Slingshot's NetSuite implementation. DSG did not implement the solution but working closely with Slingshot Sports management team, DSG used their DSG Revitalize and Value Maximizer approaches to tackle three key areas of Slingshot's business:

- **Website** – Slingshot was keen to keep their website in the NetSuite environment but were also keen to offer an exciting web-experience to their consumers. That meant supporting features such as streaming webcam feeds of river conditions and multi-media blogs and video snippets as well as eCommerce features such as landing pages for specific offers e.g. kite and board kits.

SLINGSHOT

Industry

Water sports equipment

Headquarters

Hood River, Oregon

Web site

www.slingshotsports.com

Challenge

Meeting the needs of a high-growth, global sports equipment manufacturing and marketing business.

Solution

NetSuite Financials and eCommerce Modules

DSG Revitalize Service



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- **Sling-a-Tron** – this is a unique idea to channel business back to Slingshot’s key dealers while maintaining high customer service levels. Dealers have the opportunity to capture Slingshot Sling-a-Tron web offerings for a 24 hour period. If the dealer has the inventory to meet an order, they elect to do so, fulfill the order and then receive a Slingshot dealer credit.
- **Reporting** – DSG recommended that Slingshot move away from their “NetSuite plus spreadsheet” based approach to use NetSuite’s own planning module. Not only did this provide much richer functionality, it also saved significant time in extracting or rekeying information into spreadsheets and fixing the inevitable data quality problems that go with this approach.

These three issues were tackled as separate projects, a key aspect of DSG’s implementation philosophy which is based on delivering measurable value for each incremental improvement. Each of these phases was completed on-time and no phase took more than 8 weeks to go from planning to production.

After an implementation project lasting only 3 elapsed months, Alan Arvin, Principal at DSG looked back on the project and said “This was one of the our most rewarding NetSuite projects. Slingshot was great to work with and we’re really proud of how our team was able to use NetSuite’s functionality to produce an end-to-end eCommerce and ERP that, because it’s all NetSuite based, is fully supported by NetSuite.”

While Slingshot Sports may still be a young and small company, with 60% of their business coming from international markets, the prospect of future growth and the ability of NetSuite to scale to meet this growth is an important long-term benefit. “Slingshot Sports has a loyal and passionate following in two of the fastest growing sports in the world. With these business solutions in place, we can focus on our core product design and development and be confident that DSG and NetSuite can handle whatever business requirements we throw at them” said Jim Kimball.

About DSG - There is a perfect storm driving the Cloud as companies of all sizes use SaaS applications to reduce operating costs and increase the effectiveness of their sales, service, operations and finance systems. DSG has been at the forefront of this move to the Cloud and has partnered with leading ERP and CRM SaaS vendors like NetSuite and Salesforce. com to accelerate business performance. With its objective approach and proven Launch and Optimize methodologies DSG provides the right Cloud solutions to customers and drives business success while reducing cost, risk and time-to-value. To learn more about how DSG can Cloud Accelerate your Business visit www.DSGcloud.com.