



SAP Business Transformation Study | Consumer Products | QALO

How Did an Uncomfortable Wedding Band Launch a Lifestyle Brand Focused on Commitment?

No matter how much they love their spouses, some people cannot wear a traditional wedding ring. For firefighters, woodworkers, and professional athletes, wearing a metal band can be unsafe. People with active lifestyles worry about damaging or losing expensive jewelry. Or they simply find rings uncomfortable. So they turn to QALO.

In just over three years, QALO has grown from the brainstorm of two recently married friends to a lifestyle brand embraced by people who value quality, athletics, love, and the outdoors. The company makes silicone rings and sells them through an e-commerce site and roughly 500 retailers around the world. With support from the SAP Business One® application, QALO is automating and streamlining its sales and distribution processes, helping people show their personal commitment in a highly functional yet fashionable way.

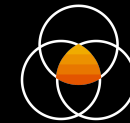




“Our goal is to create products that help people fly the flag of commitment. With new business insight, we can continue to offer the **highest quality and choice** to our customers.”

Ted Baker, CEO and Cofounder, QALO

By centralizing sales and finance information, the SAP Business One® application is helping QALO create a system of record that captures data on customer demand, sales, process inefficiencies, inventory, and profitability. As familiarity with SAP Business One grows, the company expects to realize new in-the-moment insight that will enhance decision-making and spur further growth.



Thousands

Of ring colors, styles, and profiles



1,500

Orders processed daily



50:50

Ratio of male to female ring buyers and wearers



24–35

Age of typical customer



Sharing the Power of Commitment with SAP Business One®

QALO

Santa Ana, California

www.qalo.com

Industry

Consumer products

Products and Services

Rings and accessories sold

Employees

64

SAP® Solutions

SAP Business One®
application

Commitment lifestyle brand QALO deployed SAP Business One to support its rapid growth from an e-commerce startup to a multichannel provider of rings and accessories boasting a 35,000-square-foot headquarters office and warehouse, overseas manufacturing, and sales in five countries. New visibility across the enterprise is helping the company discover inefficiencies, better understand customer demand, and streamline financial processes.

Before: Challenges and Opportunities

- Spreadsheet-based, manual tracking of orders, manufacturing processes, and distribution activities
- Rapid growth created by a new large retail client, requiring EDI-based information exchange
- Need to deploy a modern system of record to improve operational insight and support continued growth

Why SAP

- Support for retail sales processes, including industry-standard EDI interfaces
- QALO familiarity with SAP as the solution provider of choice for leading athletics companies
- Rich analytics capabilities for finance, sales, and distribution processes

After: Value-Driven Results

- Centralized enterprise information in one system
- Streamlined, simplified, and automated sales and ordering processes
- Integration with EDI systems and a third-party logistics provider
- Enhanced insight into business performance, including process inefficiencies and inventory value
- Foundation for in-the-moment insight that will support decision-making

“As people, we all want to be the best versions of ourselves. SAP Business One is helping us to be the best business we can be.”

Ted Baker, CEO and Co-founder, QALO



1 system

To manage global enterprise operations

10%

Discrepancy in inventory value discovered through analytics

Deeper

Insight for data-driven decisions



QALO executives describe how SAP Business One supports growth.



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