

TEAM BEANS

Solution Overview

Industry

Retail Distribution

Microsoft Great Plains Business Solutions Partner

Eclipse Computing/Woodcliff Lake

Scenario

Increasing business volumes and expansion into new business areas, including online retail, drove Team Beans to find a new financial solution. The solution needed to meet key cost criteria and have the flexibility and scalability to support ambitious growth along with a fast implementation time-scale.

Company Profile

Team Beans is a sports collectibles company carrying a collection of products encompassing all of today's major sports franchises.

Benefits

Microsoft Great Plains Dynamics helped Team Beans triple revenue growth without increasing headcount.

Software Used

Microsoft Great Plains Dynamics
 Financial Series
 Distribution Series
 eOrder
 Dynamics Modifier
 FRx
 Crystal Reports
 Royalty Tracking by Dynamic Solutions
 Microsoft SQL 2000

Demographic Information

Annual Revenue: \$25 million USD
 Number of Employees: 40
 Solution migrated from: Quickbooks
 Number of Sites: 1
 Number of Users: 12
 Transaction Volume: 1,000 orders per week

Team Beans' success was beginning to create a dangerous overload on the low key financial software it was using. Microsoft Great Plains Dynamics provided the scalability necessary to cope with the company's ever-increasing demand volumes.

Located in Montclair, New Jersey, Team Beans is the most successful sports' collectibles company in America today. The company carries a collection of products encompassing all of the major sports franchises throughout Major League Baseball, the National Football League, NASCAR, the National Hockey League and National Basketball Association and collegiate sports, as well as major stars and additional team coverage. The company's growth has been explosive – since its formation in 1999, it has grown to more than \$25 million in revenue. Despite the increasingly challenging economic climate, Team Beans continues to thrive and plans to reach a \$75 million turnover within a few years.

However, Team Beans' rapid growth has created significant challenges for the company. Over the past three years it has increased to more than 10,000 items in stock and more than 1,000 customers. Additionally, customers extend from small mall-based kiosks to retail giants like JC Penney and the QVC shopping channel. As a result, order values can range from \$75 to \$200,000.

Demanding solutions

Team Beans needed a new solution that met key cost criteria yet had the flexibility and scalability to support ambitious growth. As Geoff Gerusso, Team Beans' business manager explains, "We knew we only wanted to do this once. We wanted a system that could support our growth, not just in volume but in expanding into different market areas and business models."

Following discussions with auditors, Team Beans decided that Microsoft Great Plains Business Solutions' Dynamics offered an attractive mid-range solution. "Our auditors were adamant that a standard low-end solution would constrain Team Beans' business development," says Team Beans' chairman Michael Lewis. "They recommended Microsoft Great Plains as a flexible, cost-effective solution with a fast implementation time-scale which was exactly what we wanted."

Team Beans turned to Microsoft Great Plains reselling partner Eclipse Computing to implement Dynamics.

Meeting requirements

Eclipse worked closely with Team Beans to understand its current needs and growth expectations and to define the best solution. The process was challenging, as Lewis concedes. "Team Beans was, and is, growing rapidly, which means that business processes and plans change almost daily. Eclipse has great experience working with fast growing businesses – but our pace of change really tested its expertise!"

Key to the success of the proposal was the deployment of the Microsoft Great Plains Dynamics, which delivers exceptional performance coupled with low administration costs.

"IT is not a core skill at Team Beans; we have no dedicated IT personnel, so a virtually zero administration financial system was a prerequisite. Eclipse's proposal of Microsoft Great Plains Dynamics running on SQL Server was the ideal solution, requiring no IT support from Team Beans," says Lewis.

Overcoming business compromise

In May 2000 Eclipse began a standard six-week implementation phase of Dynamics. However, midway through the conversion process, the inevitable occurred. Overflowing with the details and transactions of a booming business, Team Beans' existing software package finally gave up.

As a result, the implementation had to happen three weeks earlier than planned – before any accounting and customer service staff received their scheduled Dynamics training. The team worked frenetically over the weekend and scheduled four Eclipse consultants for Monday and Tuesday, in part to provide on-the-job training. The system was up and running on Wednesday. An Eclipse consultant was made available on site for the next two weeks to aid the staff with questions and issues. "Conversions are difficult enough, but ours was almost impossible," says Gerusso, "We weren't prepared to go live, but given that the old system stopped and our order backlog was growing every day, we had no choice."

"Every moment without a system compromises business, and without Eclipse's rapid and flexible response, the failure of our legacy application would have had a severe impact on Team Beans' sales and customer relationships," says Gerusso.

Supporting diversification

Since the initial implementation, Team Beans has launched a highly successful arrangement with the major league sports companies in the United States, requiring new royalty payments be supported by the system. This was achieved through the simple addition of a standard Dynamics module.

In 2001, Team Beans launched a retail operation -- opening an online store (<http://www.teambeans.com>) and several outlet stores in malls throughout metro New York City. Eclipse added Dynamics functionality to the system to support retail accounts. This proved to be a very successful pilot and will support the additional retail growth planned during 2002.

Business-to-business

In 2002, Team Beans will expand use of Dynamics' eOrder capabilities -- enabling sales people to place orders directly into the system from anywhere in the U.S. In addition to significantly speeding up the sales order process, eOrder will enable both the remote sales people and key customers to keep track of the status of their orders online. The business-to-business software also will allow employees and major investors up-to-the-second access to key business information from any location.

"Last year Team Beans tripled revenues while retaining static administrative overheads – that is excellent business. Microsoft Great Plains Dynamics has become the hub of Team Beans' business, and we will continue to improve our efficiency by investing in Microsoft Great Plains platforms through our strategic business partner, Eclipse Computing." Michael Lewis, chairman, Team Beans

Team Beans is also in the process of relocating to a larger building and will be bringing the warehouse facility in-house. Eclipse is supporting this relocation and implementing EDI (Electronic Data Interconnect) to improve Team Beans' direct supplier relationships.

Throughout all of this development, the zero administration of Microsoft Great Plains Dynamics has ensured that the system runs without maintenance, creating no overhead for Team Beans while supporting a near 24/7 operation.

For more information about Microsoft Great Plains Business Solutions, visit www.greatplains.com

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