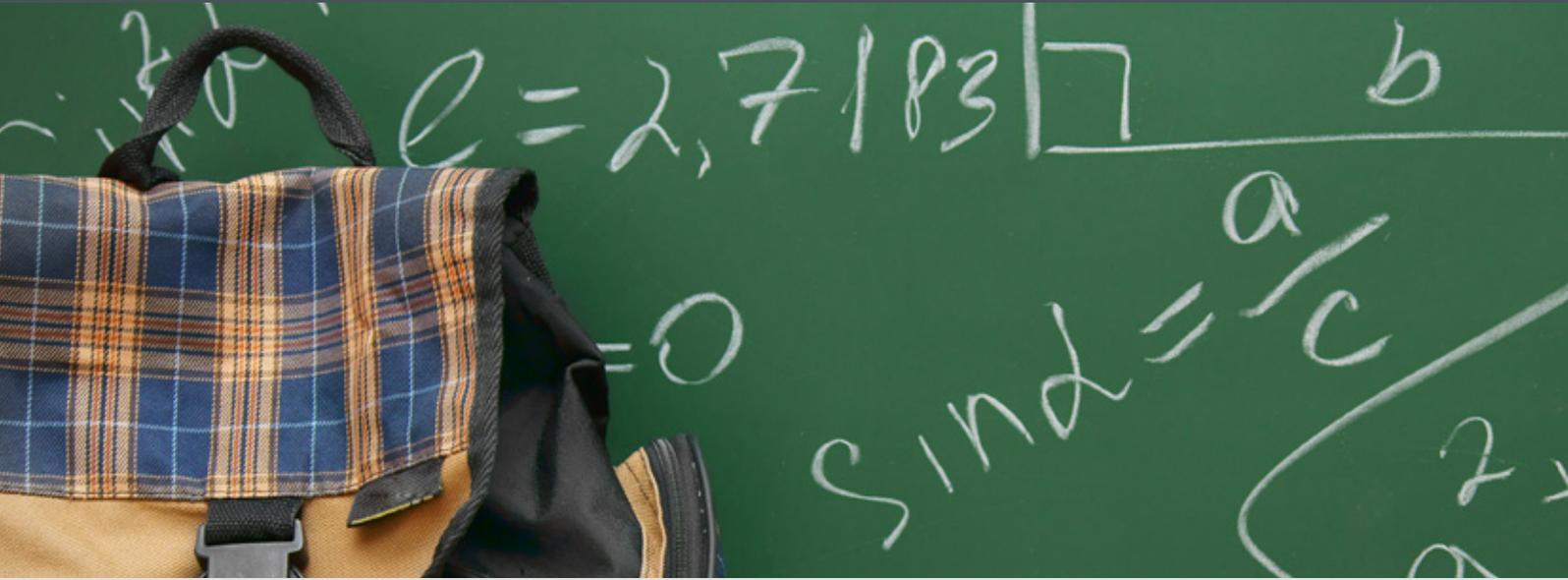




**UNITOP®**  
**ERP TRADE**

INTEGRATED ERP SOFTWARE

## Backpack manufacturer professionalises ERP management with unitop



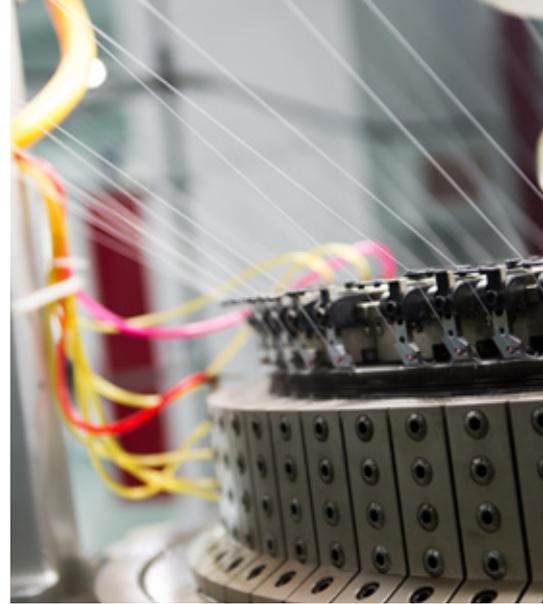
The company has been developing environmentally-friendly and ergonomic bags and backpacks since 2010 and stands for quality and innovation. The products are sold through the company's own web shop and through retailers. As a young, quickly growing business, the start-up has to rely on professional software, which integrates the processes within the company and illustrates them holistically. The company is supported in this task by GOB Software & Systeme from Krefeld. The branch solution unitop ERP Mail Oder is based on the ERP system Microsoft Dynamics NAV and has been regulating the flow of merchandise since October 2013.

Sales of backpacks, which combines the ergonomic concept of hiking backpacks with the requirements in nurseries, schools and leisure, have been a complete success for more than four years. The company has now reached a relevant market share and is giving the market leaders, scout and McNeill, some competition. The backpack manufacturer currently has 49 employees and was able to double its turnover in 2013 in comparison with the previous year. In order to remain on course for success in future, it needs experienced guides and professional IT. With GOB Software & Systeme, the start-up has had a

professional partner at its side since 2013, who supplies the young business with a solid base for further growth with its integrated and flexible ERP software unitop.

### TIME FOR CHANGE

After the backpack manufacturers secured orders worth more than €400,000 at the international leather goods exhibition in Offenbach in 2012, one thing was clear: they needed a new ERP software. The software they had could not process the order volume. It also did not have an interface to the logistics service provider. This meant that the stocks of the logistics



company had to be entered into the system with manual inventory entries. The import of goods could not be illustrated with the ERP system either. To be brief: the inventory management system urgently needed to be professionalised. „We wanted an integrated and flexible ERP solution, which fits in with our infrastructure and can be operated intuitively,” says the project manager getting to the heart of their expectations. In summer 2013 the company published a tender, which GOB Software & Systeme from Krefeld took part in. It was narrowed down to three providers. After a one-day presentation, the software integrator from Krefeld was ultimately able to fight off the competition with their solution concept unitop ERP Mail Order based on Microsoft Dynamics NAV.

#### **STANDARDISED, COMPLIANT AND FLEXIBLE**

„GOB was the only one with a convincing solution concept for container management,” says the project manager justifying the decision for GOB. „We also had a tight schedule and had the feeling that only GOB would be able to meet it.” During the short implementation period of eight weeks, the logistics service provider and the web shop were linked to the ERP system and all departments, including financial accounts, were changed over

to the new ERP system on schedule on 01.10.2013. „This was only possible with the use of standard software, the right ERP provider and very good preparation,” explains one of the four managing directors. All operative areas, i.e. order management, logistics, customer service, accounts, purchasing and marketing, now work with unitop ERP Mail Order.

Another special aspect results from the fact that the company does not manufacture its backpacks in Germany and regularly receives container goods from the Far East. The integrated container management in unitop ERP Mail Order is used to cleanly separate freight cost distribution and additional procurement expenses for each order. „We want to know exactly what is in the container and control it even more precisely in future, i.e. invoice the goods according to their allocation,” explains the project manager.

#### **SET FOR GROWTH**

„Building long-term relationships and friendships is part of our philosophy. We want to grow together with our partners and make our brand a synonym for school bags worldwide,” says the managing director describing the ambitious future plans. The company not only attaches importance to long-term, sustainable and cooperative relationships when dealing with Asian raw material suppliers. „We

have a competent partner at our side in GOB and with unitop we have an ERP system that grows with its challenges,” says the managing director. „We have therefore created a reliable and solid basis for our future business activities.”

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