



**HAVAIANAS (ALPARGATAS USA)**

**RELYING ON SAP BUSINESS ONE TO RUN MORE EFFICIENTLY**

**THE CLIENT**

Havaianas (Alpargatas USA) is a New York based company that was established in 2007. They are a distributor of Havaianas flip flops, espadrilles, and sneakers across the US, with their manufacturing headquarters at Alpargatas S.A. in Sao Paulo, Brazil.

This trendy brand is popular with Hollywood’s stars and retail consumers alike. Due to recognition from the fashion world/growing popularity over the past few years, Alpargatas had to address a boost in sales, while keeping their staffing levels consistent.

Because of this influx of interest in their products, Alpargatas realized they needed to find a robust solution that would handle their complex inventory management requirements, while at the same time being cost-effective.

Alpargatas’s main focus, Havaianas, has a strong presence not only in the US, but in Europe and the Middle East as well.

**QUICK FACTS**

- **Industry:** Footwear
- **Number of Employees:** <50
- **Headquarters:** Sao Paulo, Brazil/NYC
- **Website:** www.havaianas.com

**KEY CHALLENGES**

- To deliver the breadth of product choice (color, style, size, etc.), Alpargatas needed to manage a high level of product complexity in order to satisfy their customers
- Keep growing the company while being able to cost effectively scale expenses
- Creating a specialized solution to integrate with SAP Business One and help manage the high level of data in their systems

**SUMMARY**

- In 2008, Alpargatas began working with Third Wave Business Systems
- Third Wave, understanding the best way for Alpargatas to run SAP Business One, recommended a solution from Argentis, which specializes in the footwear and apparel industry
- Third Wave & Argentis worked together to develop a detailed project plan to easily set up products with multiple attributes in the system
- Repspark configured Alpargatas’s site to represent the complex orders placed by retail customers & Third Wave integrated the website

**OPERATIONAL BENEFITS**

- Alpargatas can now run their operations more efficiently with their data management solution based on SAP
- They can keep resellers informed about new product lines & eliminate stockouts
- Tighter overall integration – everyone, internally & externally, is more informed about the products



**SOLUTION**

**WHY THIRD WAVE?**

“The SAP software-based solution provided all the functionality we were looking for” -Vito Dileo



**“Going forward, we wanted to find a robust solution that would help us handle the level of complexity involved in our inventory management, without require time-consuming manual intervention”.**  
**-Vito Dileo, Alpargatas S.A.**

## OVERVIEW

Vito Dileo, senior IT manager at Alpargatas USA knows how important it is to keep track of what products are available to offer their customers and why it's so important to keep this information up-to-date and accurate. With the help of Third Wave Business Systems, SAP Business One was playing a pivotal role at the heart of Alpargatas's operations.

## A BETTER LOOK

As business grew, Vito realized that they needed to start closely managing complexity. With over 3,000 product variations at all times (styles, colors, accessories, sizes), Alpargatas needed a specialized solution to integrate with SAP Business One and help manage their data. “Going forward, we wanted to find a robust solution that would help us handle the level of complexity involved in our inventory management, without require time-consuming manual intervention”, said Dileo about their need for a more elaborate system.

Additionally, because of Alpargatas's heavy distribution to retail stores, they were in dire need of functionality that would enable retail stores to place orders through a B2B portal and to show what was available to sell and promise. By creating a system that would allow for these processes to run smoothly, they needed something that would enhance customer growth while not having to employ more customer service reps.

Because Third Wave was responsible for Alpargatas's SAP Business One support, Third Wave had some great ideas on how Alpargatas could accomplish their goals. Third Wave, in turn, recommended Argentis, who had developed a specialized solution for the footwear and apparel industry—just what Alpargatas needed!

## NEXT STEPS

Working on a project team together, Third Wave Business Systems and Argentis developed a detailed project plan and a series of tests to ensure they could identify and resolve issues before the go-live date. After a quick, 2-month implementation and a smooth transition, the employees at Alpargatas USA are now able to quickly and easily set up products with multiple attributes in the system. No more manual processes! By segmenting specific item codes, their staff is able to gain more information about certain factors, such as style, color, size, while increasing their level of product knowledge.

Furthermore, Third Wave worked with RepSpark to configure the site and represent complex orders that are placed by retail customers. Third Wave integrated Alpargatas's site to process orders seamlessly and update it with current inventory levels and delivery dates, further tightening integration.

## THE END RESULT

Ultimately, Alpargatas is able to run their operations more efficiently. They can now keep resellers informed about new up and coming product lines & eliminate stock-outs. They have even implemented a “Make Your Own” section where customers can create custom & unique signature pieces. Thanks to SAP software and Third Wave Business Systems, Alpargatas delivers footwear as unique as the foot it frames!

## ABOUT THIRD WAVE

Third Wave Business Systems provides business management software for small-to-mid-sized companies. Their SAP Business One, Microsoft Dynamics GP, and BOARD Business Intelligence solutions enable businesses to streamline their processes and obtain valuable insight into their operations. Headquartered in Wayne, NJ, Third Wave has the products, services, and people to enable their customers to achieve the maximum return on their business system investment.

## ABOUT ARGENTIS

Argentis Consulting is an SAP Software Service Provider Partner that helps their customers achieve successful projects in partnership with SAP Resellers. Headquartered in Miami, FL, Argentis is the developer of Apparel and Footwear for SAP Business One, a solution that allows SAP Business One users in the footwear & apparel industries to manage product variation complexities.

## ABOUT REPSPARK

RepSpark is the leading sales solution for reps, dealers, distributors, and executives. RepSpark provides a branded sales channel that's configurable and scalable to work with all ERP packages. The RepSpark suite includes RepSpark core (order entry/management, pre-book & reorder tools, marketing portals), Pulse (reporting), and Reach (native iPad app with visual mer-

