



**THOMAS RAYMOND & CO.**  
START-UP FOOTWEAR COMPANY TAKES  
FIRST STEPS WITH SAP® BUSINESS ONE

“Rather than adopt a small business accounting package and then go through the disruption of an upgrade later, we chose SAP Business One.”

**Gregg Jackson**, Founder and CEO,  
Thomas Raymond & Co.

QUICK FACTS

**Company**

- Name: Thomas Raymond & Co.
- Location: Portland, Oregon
- Industry: Consumer products
- Products: Men’s handcrafted footwear
- Employees: 4
- Web site: [www.thomasraymondco.com](http://www.thomasraymondco.com)
- Implementation partner: Vision33 Inc.

**Challenges and Opportunities**

- Adopt a software solution to meet start-up business needs for visibility and financial control with ability to scale as business grows
- Avoid interruption of operations caused by outgrowing adopted software and migrating to a more comprehensive offering
- Achieve fast time to value with software that can be implemented quickly, is uncomplicated to maintain, and minimizes end-user training

**Objectives**

- Implement software and begin using general ledger functionality
- Expand use to include accounts payable and accounts receivable functionality
- Include inventory and warehouse management functionality as stock begins to grow
- Add functionality for electronic data interchange (EDI), a style-color-size matrix, and online sales

**Implementation Highlights**

- Supported business launch with minimal effort and cost
- Secured single-user license
- Engaged in a phased implementation approach
- Avoided customization to speed implementation and control costs
- Trained team incrementally

**Why SAP**

- Brand name value of SAP
- Familiarity with software from previous experience with other footwear companies
- Ability to meet core business needs in a single, integrated software solution
- Flexible and powerful reporting
- Ability to add EDI, a style-size-color matrix, and online sales functionality
- Scalability and industry adaptability with minimal cost

**Benefits**

- Adopted a scalable solution that can be expanded as business grows
- Bolstered company’s image as a viable business in the competitive footwear industry
- Facilitated sales and negotiations with major retailers who also use SAP software
- Provided management with tools to control and report finances to investors
- Established streamlined business processes from day 1 to ensure efficient and effective operations

**SAP® Solutions and Services**

SAP® Business One application (version 8.8)



PORTLAND, OR  
**THOMAS RAYMOND & CO.**  
QUALITY HANDCRAFTED FOOTWEAR

The founders of Thomas Raymond & Co. saw an opportunity in the retail footwear marketplace. They noticed that many small casual brands were being acquired by larger athletic footwear manufacturers, and that men's classic American footwear was becoming harder to find. So they decided to bring some of the style back to men's footwear and licensed the rights to the Ernest Hemingway name to brand their planned shoes. After securing funding, the Portland, Oregon-based start-up's first order of business was to implement the SAP® Business One application.

### Choosing a Comprehensive Solution

Since Thomas Raymond & Co. was in its early stages, it didn't have complicated processes to manage. "We just needed to perform general ledger tasks to be able to prepare profit and loss statements for our investors," says CEO Gregg Jackson. "But we didn't want to have to migrate to a new software solution as the business grew. We wanted to adopt a solution that would be good for us for the long term."

### Leveraging Previous Experience

The company's start-up team comprises shoe industry veterans, so they had a clear sense of what the long-term functionality needs would be for the business. In fact, Jackson had previously worked with a large company that had experienced lost opportunities as a result of

inadequate enterprise resource planning (ERP) software. "That was the first time I really understood how important ERP software is to achieving growth," Jackson adds. "The company was stagnant for many years because its software couldn't show where the opportunities were."

In contrast, members of the start-up team had also worked with major footwear companies and knew of retailers and wholesalers that were successfully using the SAP ERP application. But that software solution was more than Thomas Raymond needed. When the team learned of SAP Business One, their choice became clear.

"We wanted a software solution that we could use to manage all of our processes in a single application – from the purchase order through shipment and collection," Jackson explains. "Rather than starting with something like QuickBooks and then

converting to another package later, it made sense to start with SAP Business One. It was affordable and offered all the functionality we needed to run our business."

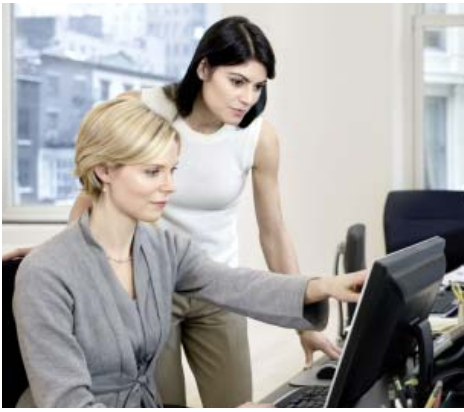
### Facilitating Relationships

Another factor that was important to Thomas Raymond & Co. and its Hemingway footwear brand was ease of use for its trading partners. The company will need, for example, to offer electronic data exchange (EDI) services. "Small companies can be at a disadvantage compared to larger competitors if they don't offer services like EDI," Jackson confirms. "With SAP Business One, we have the option to add functionality as our business grows and as our needs change."

### Implementing in Increments

Thomas Raymond & Co. selected Vision33 Inc., an authorized SAP channel partner for SAP Business One, to implement the software, starting with basic accounting functionality. "We licensed one user initially to control the cost and didn't customize the software," says Jim Drozdowski, CFO of Thomas Raymond & Co. "We were able to use the software immediately."

Vision33 trained the core team on general ledger functionality and continued the training as the company added licenses and business processes. "As we began



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**Gregg Jackson**, Founder and CEO, Thomas Raymond & Co.

to secure purchase orders, we made sure everyone was comfortable with that functionality. Next we’ll focus on customer service and warehouse processes in anticipation of our first deliveries,” Drozdowski adds.

### Adding Functionality

The company is now adding functionality to enable EDI, a style-size-color matrix to facilitate customer service, and a Web-based interface to support online sales. “One of the retailers we are working with

across our operations so we can generate reports and gain insights that will help us run our business most profitably,” Drozdowski adds.

By capturing business information in a single application, SAP Business One makes the information instantly accessible across the organization, eliminating duplicate data entry and related errors. The software will help Thomas Raymond & Co. manage the complete order-to-pay cycle, including receipts, invoices, and returns.

processes. That makes us very attractive to our business partners and bolsters our image in a very competitive environment,” Drozdowski adds.

### Envisioning a Bright Future

With a strong foundation in place, Thomas Raymond & Co.’s Hemingway footwear brand is well on its way to realizing the company’s business vision. Much like the man its shoes will personify, Thomas Raymond & Co. is setting out on a path of self-actualization and discovery. The company is anticipating the arrival of its first order of Hemingway footwear and is looking ahead with optimism. “We’re expecting to sell out of our initial order of footwear,” Jackson explains. Drozdowski concurs, “Our business launch has exceeded our expectations – and so has our experience with SAP Business One.”

“SAP Business One made the benefits of a full-scale ERP solution accessible.

Because we could license the software and add functionality incrementally, we were able to support the launch of our business affordably.”

**Jim Drozdowski**, CFO, Thomas Raymond & Co.

requires EDI,” Drozdowski comments. “If we hadn’t selected SAP Business One, we would already have had to change software solutions.”

### Realizing Immediate Benefits

By implementing SAP Business One, Thomas Raymond & Co. has benefitted by establishing streamlined business processes from day one, to ensure efficient and effective operations for the long haul. The software has provided management with the tools it needs to control finances and report progress to investors. “The software collects data from

Perhaps one of the biggest benefits has been the scalability of the software and what that means for Thomas Raymond & Co. “SAP Business One made the benefits of a full-scale ERP solution accessible,” Drozdowski explains. “Because we could license the software and add functionality incrementally, we were able to support the launch of our business affordably.”

As the company builds relationships with retailers and wholesalers, it is in the best possible position. “We’re going to be able to connect electronically to streamline sales order and shipment



Vision33 Inc. is an award-winning SAP gold channel partner that specializes in the efficient implementation and customization of SAP Business One to help ensure it meets the needs of growing businesses.

50 100 255 (10/05) Printed in USA.  
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