Ensemble Web Solution
A Technical Knockout For Everlast

Sportswear is moving from the country's fields, courts, and rings right into America's closets. The popularity of active sportswear, especially that emblazoned with logos and images of the leading sportswear companies, shows no signs of dwindling. To most of us, the name Everlast is synonymous with boxing. To today's youth, Everlast may be known as much for its stylish active wear as it is for the trademark boxing trunks. Everlast Worldwide, Inc. manufactures, distributes, and licenses its apparel and accessories line with tremendous success. The company's apparel products are sold in more than 20,000 retail locations and over the Internet, and represent over $150 million in U.S. sales alone.

Round One

When Everlast decided to expand its market by opening an Internet store, the requirements were clear. "We wanted an easy-to-shop Web site, offering a wide range of fashion and core products—and one that included a direct interface to MAS 200," recalls Seth Horowitz, executive vice president of the New York City based company.

A heavyweight requirement, to be sure, but Everlast knew just the company that could deliver the prize. For the last 10 years, Everlast has relied on software from Ensemble Business Software (Ensemble) to manage distribution of its apparel products to the nation's retailers. Ensemble's product, also named Ensemble Business Software, adds apparel industry specific features, such as color and size matrices to the powerful MAS 200 accounting software solution. With their long record of success, Everlast knew they had a proven winner with Ensemble.
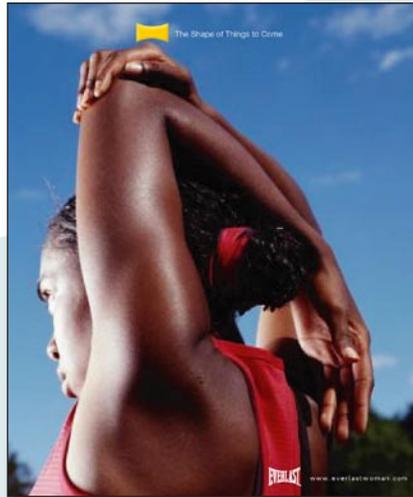
Knockout Web Site

Everlast and Ensemble worked together closely to

The Everlast logo, recognized for decades, adorns many of the garments offered on the Web site.

design and develop an Internet store that would excite the audience and be simple to administer. Using the MAS 200 eBusiness Manager module as a base, Ensemble added features and expanded the capabilities to create a custom product that precisely met Everlast's needs. Ensemble handled the project skillfully, testing and retesting the site before it made its public debut.

"We were testing the limits of what eBusiness Manager could do," recalls Horowitz. "Yet Ensemble handled it with professionalism and expertise. They could foresee how the changes we asked for would affect the overall site, were able to head off problems before they could materialize."

The Web site is polished, friendly, and informative. Items are arranged into intuitive categories and subcategories that make it easy for customers to find what they're looking for. A search feature browses the entire product database to display items matching the search value. Color photographs are shown for each item, and a list of 'recommended items' encourages shoppers to choose related items. Ensemble expertly customized eBusiness Manager to produce Everlast's Web site, adding powerful features like front and back views of products, and color swatches that dynamically change the image when moused over. The apparel matrix provided by Ensemble Business Software, so key to Everlast's success with MAS 200, performs flawlessly within the site. Using straightforward drop boxes, customers can select from available colors and sizes. The seamless integration with MAS 200 ensures the site always has updated quantities and pricing.

"This is fantastic technology," says Horowitz. "Through the real-time integration with MAS 200 Inventory, our Web site always has current quantity information. We never take an order we cannot fill."

MAS 90   MAS 200

Business power, industry finesse. *The complete player*

As customers place orders on the Web site, the MAS 200 Credit Card Processing module verifies each purchase. The credit card information, including the validation code flows directly into the accounting modules. Personnel review each incoming order and when accepted, orders move directly into the Sales Order module to begin standard processing.

The entire order fulfillment process is completed within MAS 200. Orders are sent by EDI to Everlast's warehouses for processing. When the acknowledgement of shipment is received, the order is invoiced.

Positive feedback indicates that customers like the feature Ensemble included to allow customers to sign in with a user name and password. In this way, as customers return to the site, they won't again have to reenter their shipping and billing information. Customers can even elect to save their credit card information as part of the user profile if they choose. Sensitive financial data is stored securely in an encrypted format for the highest level of security.

Packs A Punch

Internet sales have doubled each month the site has been up. Over 600 new customers have been added, with many customers coming back again and again. The company's overall sales have increased four-fold over the past four years, with much of that increase credited to the success of Everlast.com.

"The site generates interest in the company and our products, and greatly increases our exposure in the marketplace," says Horowitz.

The Web site provides an ideal medium to try out new products before making them available to the retail channel. Internet sales are an excellent predictor of retail store trends, offering a cost-effective way to sample the marketplace. The items that sell well on the Web site are rolled out to the retail store locations.

"Everlast.com is a microcosm of everything we know about customer's buying habits—down to colors and sizes," explains Horowitz. "It's an incredibly valuable tool, teaching us what our customers like and will buy."

The Web site generates incremental sales Everlast might not otherwise capture. For example, just a year ago, the company's Heritage apparel line of upscale and classic items represented less than one percent of the total apparel line revenue. Since Everlast began promoting this line on the Web site, it has become one of the best-selling product lines.

An unexpected benefit of the site is the communications portal it provides for Everlast's customers. The company encourages and receives hundreds of emails each month, and does its best to respond to each.

"We're directly in touch with our customers every day, answering their questions, accepting their praise and suggestions," say Horowitz.

Every morning Horowitz receives updated reports showing him the number of Web orders from the previous day, the number of new customers, and the top selling items. Internet retail customers are assigned a uniquely formatted customer identifier, making it simple to categorize this type of customer in the database. This dynamic and current data helps the company stay right atop color and style trends, as well as geographic preferences, data which is then translated into production and distribution decisions.

Ensemble Business Software delivers a knock out solution including apparel industry specific features for eBusiness applications.

Heavyweight Champions

Horowitz does not feel that another business partner could have made this project the success that it is. "Ensemble is a wonderful partner to do business with. Their expertise is unbelievable—they truly know their product."

With a specialized focus on the apparel industry, combined with broad technical savvy, Ensemble delivers the one-two punch for Everlast.