Bad Birdie

Sync reduces manual processes, streamlines order fulfillment, and improves data visibility for Bad Birdie's growing business.

Sync.

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AT A GLANCE

CHALLENGES

- Needed an Apparel-specific ERP solution
- A lot of manual processes
- Working on multiple systems
- Lack of data visibility and reporting

BENEFITS

- One end-to-end solution
- Streamlined integrations between systems
- Improved accuracy, speed, and consistency
- Automation of workflows & manual processes
- Improved data visibility and reporting

PROJECT GOALS

Bad Birdie was previously utilizing Trade Gecko as their software platform, but it was acquired by QuickBooks, which intended to sunset the software.

As a result, Bad Birdie needed to find a new software platform to support its continued growth. The company was seeking an apparel-specific solution with best practices functionality that could be integrated across their entire organization.

ABOUT BAD BIRDIE

Bad Birdie is a modern-day golf apparel brand that is rapidly expanding and leading the next generation of players who prioritize both a good game and a better time without compromising on performance. The company has achieved **exponential growth in recent years**, with a significant ecommerce B2C presence and a thriving wholesale footprint at hundreds of independent retailers and major department stores.

At Bad Birdie, the focus is on ushering in a new era of golf that sheds the negative stigma, preconceived notions, and rigid traditions that have long been associated with the sport. The company is dedicated to driving a new culture of inclusivity, recreation, and self-expression through its community and product offerings.

By offering a range of apparel that is both functional and stylish, Bad Birdie is empowering golfers to express their individuality and enjoy the game on their terms. With a fresh perspective on golf, Bad Birdie is revolutionizing the industry and inspiring a new generation of players to take up the sport.

"*Sync is incredibly efficient. With our old systems, there were 6-8 touches per order which included **a lot of manual copy/pasting from one system to another**, as well as the need to run double invoicing. Sync handles 95% of this, freeing up our time to focus on more value adding activities.*"

DANIEL KIRALY
Bad Birdie

Bad Birdie

"We are in 1000% better place now than we were with the old system. Sync has given us access to more data visibility and visible reporting than ever before."

BRANDON ROBERTS
Systems and Operations Lead
Bad Birdie

CHALLENGES

Bad Birdie faced several challenges in managing its growing business, including the need for an apparel-specific ERP solution. **The company's reliance on manual processes caused various operational challenges, including reduced efficiency & increased errors.** Order fulfillment required multiple repetitive steps across several systems, resulting in slower response times and a lack of data visibility & reporting.
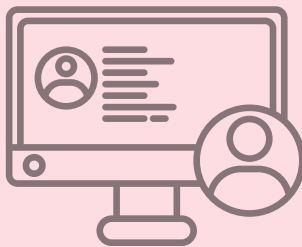
BENEFITS

To address these challenges, Bad Birdie implemented Sync's end-to-end solution with **seamless integration into QuickBooks, Shopify, and their third-party logistics provider (3PL)**. As a result, they were able to significantly reduce manual processes and improve accuracy. The new system also provided greater overall reporting capabilities, allowing Bad Birdie to make informed decisions based on real-time data.

Overall, Bad Birdie's investment in an apparel-specific ERP solution has allowed the company to **streamline its operations, improve efficiency, and support continued growth.** With improved data visibility and seamless integration between systems, Bad Birdie can make data-driven decisions and respond quickly to changing business needs.

THE SOLUTION

After careful consideration, Bad Birdie selected **Sync's apparel-specific ERP as the core platform for managing orders, inventory, and fulfillment.** Since Bad Birdie was already using some systems that were working well, Sync was able to streamline their existing technologies and integrate new solutions to improve overall efficiency and effectiveness.

With Sync, Bad Birdie was able to **reduce the time required to create styles and process orders while simultaneously increasing accuracy.** Sync's inventory optimization feature enabled Bad Birdie to maximize inventory availability for both wholesale and ecommerce channels, providing on-hand and future inventory availability information to sales reps and customers with confidence.

Overall, Sync's apparel-specific ERP has allowed Bad Birdie to scale effectively and efficiently, supporting continued growth and success.

Get Demo

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