

**PRIMA  
SOLUTIONS**  
From Aptean

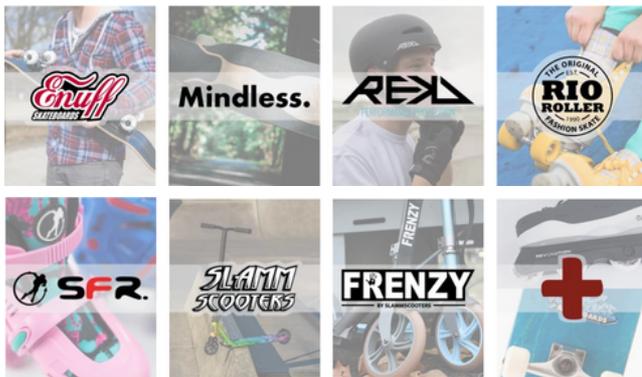


## THE PRIMANET SUITE OF SOFTWARE HAS HELPED SUPPORT OUR SUBSTANTIAL INTERNATIONAL SALES GROWTH.



Stateside Skates is an award-winning, worldwide distributor of extreme sports products and one of the most influential forces in the action sports industry, with over 40 years of expertise.

Based in Amersham, Stateside Skates is a vibrant British business with an extreme sports design house, brand house, and distribution hub, all wrapped into one.



From roller skates to skateboards, stunt scooters to longboards, and all the helmets and protection in between, their market-leading brands have product ranges covering a huge variety of action sports.

Unlike other distribution houses, they own all the brands they distribute, giving them a huge advantage as they design, manufacture, and import all of their own products. This gives their retail partners added trust in them and their product ranges, as well as allowing them to provide fantastic customer service.

Passionate about making all of their products as environmentally friendly as they can, the business focuses on making their production processes as green and ethical as possible, from packaging improvements to recycling excess material.

They have a team of designers creating their market-leading brands and product ranges, energetic sales and accounts teams effectively processing orders, with clients having secure access to their Online B2B website 24/7 and an on-site warehouse team to efficiently despatch orders, with established connections with some of the best couriers available to ensure they can offer a fast and reliable delivery service, both in the UK and internationally.



## PARTNERING WITH PRIMA

Stateside Skate's commitment to quality combined with a new warehouse investment led to tremendous growth for the business, prompting the need for a new business system. The system needed to allow for:

- More efficient operations with unrestricted expansion for new business opportunities
- A new system to simplify interactions with customers and suppliers
- Provide the data insights for more proactive customer marketing
- Improve order processing times
- Creating a more efficient method for their picking and despatching process
- A reduction in the duplication of work
- To engage more directly with their customers

Prima's systems were installed in 2012, and since then they have helped deliver substantial, international sales growth for a variety of actions sports products for Stateside Skates.

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*“The PrimaNet application has delivered real benefits to our business by adding measurable efficiency to our processes, allowing key information to be readily available and by creating a web based self-service capability.”*

**Managing Director**

## THE PRIMA SOLUTION

PrimaNet provides an integrated business-wide solution to Stateside Skates. The introduction of the new system provided:

- A web portal solution providing speedier processing times and improving service levels
- The ability to communicate directly with key customer to deliver strategic campaign and marketing information
- Improved efficiency within the despatch process with the use of specialist scanning technology
- A single view of stock across the business whether committed to customer orders, free to sell, being received from Asian warehouses or despatched across the world, they know exactly what stock they have at any point in time
- Automation and streamlining of key business processes
- Improved accuracy and availability of decision-making data with real-time strategic reporting and KPI measurements throughout the business
- A fully integrated multi-channel solution
- Improved customer service, supported by real-time accurate stock availability data
- Improved communication and collaboration throughout the supply chain



## THE IMPACT

Spanning the entire business, the PrimaNet solution provides an integrated system covering all aspects of the business, including:

- The wholesale ordering portal provides multiple levels of system access and the ability to tailor the product ranges available for individuals or groups of customers from a modern, Stateside Skates branded site
- Scanning technology enables operatives to pick, pack and despatch confirmed customer orders (based on both individual items and carton quantities) providing quicker processes and improved accuracy which in turn reduces returns, queries and improves customer perception of service
- Carrier integration functionality provides access to numerous carriers with both domestic and global despatch capability
- Business reporting and intelligence enables the business to create specialist, real-time strategic reporting and KPI measurements across the business

Prima's software has delivered substantial international sales growth for Stateside Skates supporting their vision and enabling them to confidently manage future market demand.

## OUR COMMITMENT TO YOU

*Our products are the result of decades of expertise. But what really matters to us is building long-term relationships, so we understand your needs and can help you achieve your goals.*

## GET IN TOUCH!

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*“Order Management has had a really positive impact on our ability to handle busier trading periods. It has led to great improvements year on year in terms of efficiently handling orders, it does exactly what it says on the tin!”*

**Managing Director**

To find out more about Stateside Skates, visit:  
<https://www.statesideskates.com/>  
Get in touch to discover how we can help your business succeed.

