

OzLINK Customer Success Story

AvidMax Outfitters

AvidMax Outfitters Reels in eCommerce Orders with OzLINK



At a Glance:

AvidMax Outfitters has a simple philosophy about business: if you treat your customers right and give them the best service you can, they will be repeat customers. That path has resulted in explosive growth and a loyal customer following. Their navigation through eCommerce marketplaces such as eBay, Amazon, Buy.com, as well as their own eCommerce store, AvidMax.com, led to OzLINK.

Industry: eCommerce, Outdoor Gear

Oz Solutions: OzLINK eCommerce

Applications: NetSuite, ChannelAdvisor

Key Benefits:

- End-to-end visibility from marketplace to fulfillment, all the way to customer delivery.
- Reduced fulfillment errors and backorders by 20%.
- eCommerce order growth by synchronizing inventory with marketplace stores.

The Challenge:

AvidMax Outfitters sells a variety of outdoor gear in categories including fishing, photography, luggage, and sporting apparel. This wide variety and growing number of SKUs coupled with an ever-expanding set of eCommerce channels was making order management very complex. This was driving AvidMax past the capabilities of their existing IT systems. The issues were:

- Complex fulfillment rules based on channel, item, and customer.
- Too many manual steps, which were prone to error and customer disappointment.
- No real time information flowing between order management and warehouse floor, making inventory visibility very challenging.

The Solution:

To reach their next level of growth, AvidMax selected NetSuite. AvidMax has been a ChannelAdvisor client for years and did not want to lose that capability. So they selected OzLINK to tie together the marketplaces via ChannelAdvisor, NetSuite, and the warehouse floor. The benefits were:

- Reduced fulfillment errors and backorders by 20% by automating the processing and having accurate visibility to product inventory
- Created a platform for continued growth where the new channels and volumes can scale to meet their customers' needs.
- Provided additional capability to increase product offerings with Fulfillment by Amazon (FBA)

“OzLINK was the only solution that handled the NetSuite extensions from ChannelAdvisor through to the warehouse,”

*-Neal Davidson, Partner,
AvidMax Outfitters*



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