



# Saddleback improved their stock control and now have greater visibility into the business

With a portfolio of the world's leading road cycling and mountain biking brands, Saddleback is the United Kingdom's home of elite performance products. Founded in 2004 and run by a passionate team of riders, Saddleback brings consumers the finest cycling products and superior services to match.

## COMPANY NAME

Saddleback

## WEBSITE

<https://saddleback.co.uk/>

## INDUSTRY

Consumer Products

## BOYUM SOLUTIONS

Produmex WMS, B1 Usability Package

## FEATURED PARTNER

Vision 33



### Customer Challenges

- A lack of absolute stock control could lead to mistakes and put their business reputation at risk as they expanded.
- They were using systems that couldn't handle the company's expanded requirements.



### Solution

- It was time to find a robust product that would fully support its growing business model.
- Providing stress-free growth regarding enabling websites to offer instant views into pricing, stock levels, and currency translation, performing routine processes in multiple languages, and maintaining overall process control.



### Results

- They quickly seized control of stock tracking and movements while having accessible pricing and currency translation.
- The B1UP allows to add new fields and buttons to make nearly every process faster and more intuitive for users.
- Produmex WMS handheld barcode scanner ensured customers receive the information they need.

*"IT MAKES EVERYONE'S LIFE EASIER, AND THUS, SEAMLESS TO THE CUSTOMER. IT'S THEN A SIMPLE MATTER TO PROVIDE LIVESTOCK DATA, BACK-ORDER REPORTS WITH REALISTIC DATES OR AUTOMATED INVOICING. THESE NICE-TO-HAVE FUNCTIONS HAVE QUICKLY BECOME BASIC REQUIREMENTS "*

John Wager / Manager of IT and Operations