

JERUSALEM SANDALS FINDS ITS FOOTING WITH BIZSLATE

Jerusalem Sandals was founded in 2010 on the boardwalk of Venice Beach. Inspired by the sandal making heritage of the ancient land, their shoes are handmade with natural leather east of Jerusalem. Their collection is a tribute to the original handcrafted footwear designs of the Biblical era. While the collection is curated with the best materials and craftsmanship, it continues to promote a message of peace and represents a testimonial of the human spirit. The line is handcrafted by Palestinians for commercial sale by an establishment with Jewish roots, demonstrating what individuals with varying interests, backgrounds, and views can accomplish by working together harmoniously to deliver a premium line of sandals.

Challenge

Like many businesses, Jerusalem Sandals is a satisfied QuickBooks Online customer, but when it came to order entry and item management, QuickBooks lacked the advanced features and functionality that an emerging business with a complex product line such as footwear requires. "With QuickBooks, we couldn't properly manage our purchasing and customer orders. Additionally it was very time consuming every time we had to add new styles into QuickBooks with all of the variations of color and size that our sandals are available in," stated Jerusalem Sandals founder and president Kfir Matalon. "As a small footwear manufacturer, reducing data entry and increasing operational accuracy is critical to our success."

Solution

After one demo of BizSlate, Kfir could see the light at the end of the tunnel. BizSlate's Batch Product Creation Wizard was enough to convince Jerusalem Sandals that it was time for an upgrade beyond QuickBooks. In addition, BizSlate's unique order management capabilities improve efficiency and accuracy, empowering apparel and footwear businesses to enter orders quickly with visibility of real-time available-to-sell inventory, which in turn leads to reductions in stock outages and increased customer satisfaction.

Result

"BizSlate's Product Creation Wizard is incredible," said Kfir. "A process that previously took days to complete now takes just a couple of hours, reducing our product entry time by 75%." BizSlate increases efficiency and accuracy for small and emerging businesses, improving how they manage their supply chain across multiple sales channels. "Working with retailers such as Nordstrom and Zappos.com requires that our inventory and order management processes run flawlessly. With BizSlate we've streamlined our operations and improved our accuracy in ways we did not realize were possible for a small business."

BizSlate's award-winning, cloud-based business inventory and order management solution enables small businesses (SMBs) to compete more effectively, reduce operational costs, and gain greater visibility into their supply chain.