



# Easy integration of SAP Business One with iVend Retail allowed Sharks Sports and Entertainment to effectively integrate and manage its retail & financial data

## Company

Sharks Sports and Entertainment

## Industry

Retail – Sports Merchandise

## Business Challenges

- Reduce stock out and over stock situations at stores
- Integrate enterprise accounting structure to ensure easy transfer of data into appropriate accounts
- Improve ability to manage inventory valuation and visibility of transactions in real time

## Solution & Services

iVend Retail

## Benefits

- Consolidated retail sales data with improved accuracy and transparency
- Improved purchasing and forecasting
- Improved pricing flexibility for discounts and promotions
- Gained a 360 degree view of the merchandise division, revenue, costs and inventory valuation in real-time

## Location

United States of America



"The implementation and roll out of iVend Retail at the Sharks Sports and Entertainment utilizing the consulting resources of CitiXsys was definitely a positive experience. We found their attention to detail matched our Company's high standards of quality and customer satisfaction. Communications between all parties was prompt and professional. We will continue to grow our business using software and services from CitiXsys."

General Manager,  
Merchandise -Sharks Sports and Entertainment

## About Shark Sports and Entertainment

Sharks Sports and Entertainment is a division of the San Jose Sharks organization that was created to oversee the business operations of the San Jose Sharks, the SAP Center at San Jose "The Shark Tank," and select SAP Center events. With extensive expertise and capabilities, Sharks Sports and Entertainment manages the San Jose Sharks business operations, including: marketing, corporate partnerships, sales management, broadcast, ticket sales, event presentation, community programs, media relations, advertising, facilities, promotions, publishing, merchandising and additional areas of the organization.



## Business Challenges

As orders poured in, the Sharks Sports and Entertainment Merchandise division found it increasingly difficult to manage operations. With disparate systems that were not fully integrated, the management found it spent many hours on data loading and consolidation with no real traceability. One of the biggest challenges was to have an ability to quickly setup retail kiosks in the SAP Center arena during game nights. With only 10 minute breaks between games, it was challenging to increase sales, reduce transaction processing time and reduce stock out and overstock situations. It was imperative to have flexibility in setting up promotions with inventory visibility across stores.

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## Solution

The move to iVend Retail with SAP Business One as the back end ERP was a clear step forward in integrating and effectively managing its retail and financial data more effectively. In addition, selecting CitiXsys solutions to complement its SAP investment seemed the right choice as it easily integrated with SAP Business One. By implementing iVend Retail and the Credit Card Application from CitiXsys, SVS&E has not only automated and streamlined its retail business processes but also gained a positive return over its IT investment for the present and in the long run.

The implementation of iVend Retail was a smooth and effortless process,

which resulted in a company-wide user acceptance and satisfaction. The seamless integration to SAP Business One ensures that all financial data & reports are always up to date.

## Business Benefits

Successful implementation of iVend Retail and SAP Business One benefitted the overall functioning of the retail chain. A few noticeable benefits include :

- The goal to gain greater insight into inventory and overall retail operations, and to improve planning Seamless integration with shop floor legacy systems was achieved
- The new solution increased responsiveness with 360 degree view of the merchandise division, inventory and transactions at each store
- The system now has a technologically advanced, dynamic system that takes care of end to end retail operations, promotions, revenue, costs and inventory



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