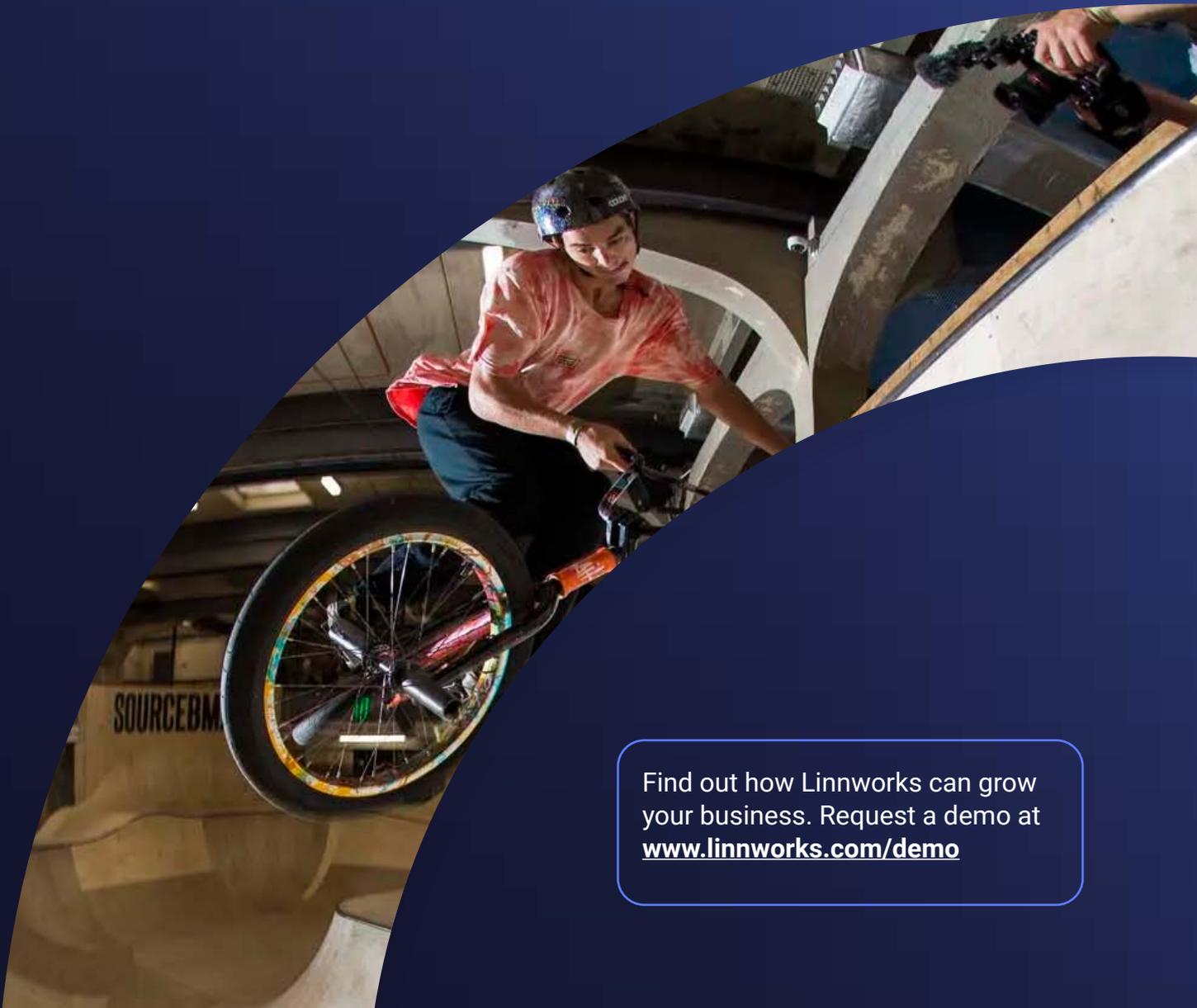




Case study

# Source BMX

A migration journey to scalable inventory management software



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# A migration journey to scalable inventory management software.

Upgrading your inventory management system is not an easy decision. Especially when it concerns all of your selling processes. For Source BMX, the desire to scale across America meant that the team needed robust software that could support their long-term goals. We spoke to Rich, the biking company's founder, about their migration to a new system.

**100%**

Inventory accuracy

**Zero**

Business Downtime

**£3-5m+**

US sales in first year



## Hitting the glass ceiling.

In 2016, the Source BMX team had big plans for growth. While based in the United Kingdom, one of the company's most popular countries to sell to was America. "We were selling a lot in the United States. In fact, it was by far our fastest growing market. Therefore, we decided we wanted to quadruple sales in the US within two years".

So, how exactly would they meet this ambitious target? The Source BMX team knew that they needed to improve the US customer experience by optimising the order fulfilment process.

“

"We decided that we wanted to open a warehouse in the US. And we had a lot of support from our suppliers when we mentioned this idea."

”



Unfortunately, when Rich approached their current inventory management software, he found that the stock control system didn't support multiple warehouse locations. Opening a discussion with their software provider, the team found that their current solution wanted six months to develop their system along with a very costly price tag.

“

Another limitation to our previous solution is that it wasn't an open system – it didn't provide an open API – which meant that we couldn't link up our clients and various other software to the system, causing frustration all round.

”

## A catalyst for change

The lack of multiple warehouse location functionality within its old inventory management system was preventing Source BMX from realising its revenue goals. As such, Rich understood that it was time for change. Time for a system that they could rely on.

“

The main catalyst was that we couldn't open a second warehouse on our old platform. That was the reason we started looking around to move platforms entirely. That's where Linnworks came in.

”

## The path to a solution

Rich quickly identified that Source BMX needed an ERP inventory management system. One that would enable them to scale across America. So, they sat down and wrote an extensive list of everything they were seeking from a new platform.

“

After sending our requirements to several agencies and eCommerce platforms, it was evident that they didn't really understand eCommerce. We were introduced to Linnworks on recommendation from Shopify and a design agency we worked with.

Thankfully, the Linnworks team really understands complex eCommerce. Pretty much everyone we've spoken to isn't as technically minded as Linnworks. We soon realised it was the way to go if we wanted to grow.

”

Rich had a productive conversation with Warren, Director of Sales, who confirmed that the new solution could meet all of his needs. The team were later introduced to Mark, Head of Professional Services, who spent a day at their business to better understand their processes and to identify any other ways that the new system could support them even further.

## A wealth of new markets data insights and profitability

Migration of inventory items can be a complex and overwhelming process, particularly for an already well-established business. Fortunately, this wasn't the case for Source BMX.



Linnworks migrated the inventory and all the product data, inventory levels and warehouse management system. All the important stuff was Linnworks. It was a really good experience and their team spent a lot of time with us. We spent a couple of days mapping it onto the new system together and then they trained us and went through any issues.



Thanks to a seamless migration, there were no inaccuracies and no changes to the flow in which the Source BMX team worked. "In terms of the process, it was excellent. We can't criticise it. There's no issues whatsoever with our inventory. It was 100% accurate, worked straight away and we experienced no downtime whatsoever".



The positives are that our staff could use it straight away and can employ temporary staff who learn it straight away. It's really easy to use in that sense. Unlike our previous system, it never goes down. It's been really, really reliable.



With the addition of a new warehouse in America and the set-up of multiple warehousing functionality in Source BMX's new inventory management solution, the team has been able to provide next-day shipping to its US customers and fully optimise their US customer experience, which they couldn't have done before.

What's more, Rich and his team have the confidence that they can scale even further with the new, reliable system in place: "If we were to open another warehouse with Linnworks, it would be pretty easy to be honest. We could have that up and running really quickly, regardless of the location of the warehouse".



On top of this, the functionality has opened up the whole South American, Mexican and Canadian markets as well. It's really driven international growth for us. Sales have more than doubled year-on-year in the US.



"In fact, we achieved our multimillion-pound target in USD revenue in the first year. We simply couldn't have achieved this with our old system. Linnworks has been absolutely critical to our international growth".



## Technical Perspective: What to expect when migrating to Linnworks

**Reaching a ceiling in terms of growth, experiencing downtime or repeatedly coming into issues with your inventory management software are all signs it's time to start looking at your alternatives. Migrating your entire inventory, however, is not a decision to take lightly and having full confidence in the new solution is of paramount importance.**

So, when migrating to a system such as Linnworks, what can you expect? What are the steps involved and what are your specific responsibilities? While the process of migration is always highly dependent on the individual retailer, we can share a general outline of the phases our customers – just like Rich of Source BMX – go through.

To kick things off, we like to start with a project discovery day at your warehouses to assess your needs, current warehouse processes and how we can help best. While Mark (Head of Professional Services) discusses this in more detail on page 15, the visit also helps us to establish what custom work needs to be done so that we can ensure Linnworks integrates seamlessly with your existing processes.

The first real step into migrating your inventory is to export all your data from your existing solutions and selling channels. In effect, you need a central repository (or as we call it, your inventory bible) that stores all your product information in one place. We'll collaborate with you on this task and help you complete it. If you can't provide this then we can take our largest selling channel as your primary source of data.

Next, we assess how clean your data is. If it needs to be tidied up, we'll tell you how to do so. In fact, you can engage with our implementation

team at any stage of the process and we can also provide full training for your team afterwards. Depending on where you're migrating from, we may have tools to help you sanitise your data quickly. Once that's all done, we can start importing your data into your new system.

Then, we'll move onto inventory mapping. It's important to link your stock items to the correct selling channels so that Linnworks knows what listings to revise when stock levels change, as well as which items have been ordered. Adding your couriers and delivery services is also key, as these companies can take a few days to give their approval.

During the process, we'll also help you customise the business rules engine. These are automation rules to replace manual processes. For example, routing an order to a specific courier if it's over a certain size or value. Finally, we'll help set up everything else outlined in your agreement, such as custom invoices, picking and packing slips or warehouse management, before setting up all your new listings with you.

And that's it. In a nutshell, anyway. Most of our migrations can be completed within eight weeks, but this does depend on three key elements: the level of customisation required, the size of the project and how responsive you are. Working with Source BMX was a great experience – the process took three months and Rich and his team couldn't have been more collaborative, open-minded and eager to learn. An ideal partnership for the both of us.



**Nerea Gonzales**  
Implementation  
Specialist

## Technical Perspective: How project discovery plays a key role in software migration

**A fundamental aspect that contributed to Source BMX's seamless migration was the fact that Rich and his team fully immersed themselves in our guided onboarding services. As a result, we were able to gain a deep understanding of their warehouse operations and processes, enabling us to tailor the system to their specific needs and guarantee maximum value for their business.**

As part of these services, Source BMX made use of a project discovery day. But what exactly is this and why might you consider utilising it when migrating to Linnworks? To put it simply, project discovery involves research, analysis and an on-site visit. After initial conversations to establish what you want to achieve and any problems to overcome, an implementation specialist - a member of my team - will spend a day with you at your main warehouse.

We'll then sit down and discuss your exact business requirements and work to understand your perfect world scenario for your warehouse processes and operations. Next, we'll assess what's viable, what can already be done out of the box and any additional elements that may benefit from customisation in order to complement your existing processes.

To bring our visit to a close, we'll write a project plan which will outline our starting point, your goals, significant milestones and the precise tasks needed as well as our individual responsibilities. The final outcome of the on-site visit will be a summary analysis report and a statement of work, including a breakdown of the costs involved.

There are numerous benefits associated with engaging with project discovery. To start with, it

confirms whether or not Linnworks is the best fit for you. It's more cost-effective to do this as it prevents time, money and general resources from being wasted later down the line. It also makes for an efficient onboarding process, as you'll have a clear plan and will be far less likely to miss any major pitfalls or make mistakes during the migration.

What made Source BMX's migration so smooth was the fact that Rich and Marc were very passionate about their business – which makes a big difference to the outcome of a project. They knew exactly where they wanted to be and were open and honest about their processes. Facilitating transparent discussion is key in order for us to ensure that Linnworks will streamline your daily processes and accelerate your revenue.



**Mark Aldous**  
Head of  
Professional Services



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