



Case study

Appalachian Offroad

How Appalachian Offroad transformed
warehouse operations and fueled growth



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Appalachian Offroad, a leading powersports retailer, struggled with operational complexities from its multi-channel sales strategy. Their previous warehouse management system caused inventory discrepancies, overselling and inefficient workflows, leading to an estimated 5-8% loss in potential sales. By implementing Skuvault by Linnworks, Appalachian Offroad streamlined its operations, achieving over 98% inventory accuracy, reducing order processing time by 40% and increasing revenue by 15-20%. The new system empowered them to continue delivering on their promise to the powersports community and built a scalable foundation for future growth.

About Appalachian Offroad

Founded in 2001, Appalachian Offroad Motorsport Company (AOMC) has grown into a premier destination for offroad, adventure and powersports enthusiasts. United by a passion for adrenaline-fueled activities, the AOMC team serves a diverse community of riders across the US for over 2 decades. They connect with customers wherever they shop—including Shopify, Amazon, eBay and Miva—by providing a comprehensive selection of parts, accessories and apparel. While this strategy helped expand their reach, it also brought added complexity in inventory management, fulfillment and data accuracy. With their previous warehouse management system falling behind operational demands, Appalachian Offroad recognized they needed a more reliable solution to continue delivering for their customers and scaling their business.

To solve these challenges and build a foundation for future expansion, Appalachian Offroad turned to Skuvault by Linnworks.



The challenge of multi-channel complexity

Appalachian Offroad's multichannel success exposed critical weaknesses in their existing operational infrastructure. The previous warehouse management system was complex and not intuitive, requiring weeks of training for new staff. This steep learning curve slowed onboarding, increased the risk of costly errors and led to frustrated employees.

The system's limited integration capabilities created data silos between their Miva ecommerce platform and various marketplaces. This resulted in frequent inventory discrepancies, causing overselling, canceled orders and customer disappointment. The company estimated losing 5-8% of potential sales due to poor inventory visibility. Inaccurate data also hampered their marketing efforts, as they couldn't confidently promote products without risking stockouts.

Operational bottlenecks became a daily struggle. Staff spent 30-40% more time on basic warehouse tasks, driving up the company's labor costs. An inefficient purchase order generation process and a lack of forecasting tools led to both overstock situations that tied up capital and stockouts on popular items. These challenges not only damaged customer relationships but also prevented the company from pursuing new B2B partnerships and scaling effectively.



The difference is undeniable—it's like night and day. Before Skuvault (by Linnworks), every day felt like an uphill battle against our systems, but now, we're empowered by tools that truly support our growth.

Doug Hughes,
Director of Ecommerce, Appalachian Offroad

Finding a solution built for growth

Appalachian Offroad conducted a methodical search for a new solution. After documenting every pain point and involving staff from across the business, they established key criteria: a modern interface, robust integration capabilities and accessible data. After evaluating 6-8 vendors, Skuvault by Linnworks stood out as the clear choice. Its clean interface was a major factor; during a trial, warehouse staff learned basic tasks in hours, not weeks. Skuvault's commitment to open-access data and pre-built connectors assured them of seamless integration with their Miva platform and other tools.

Unlike large ERP systems, Skuvault was purpose-built for the unique demands of multichannel retailers, offering sophisticated warehouse management features without unnecessary complexity. The combination of a responsive support team, a proven track record and a realistic implementation timeline made Skuvault the ideal partner to solve their immediate challenges and support their long-term vision.



A smooth transition to operational excellence

The onboarding process with Skuvault was well-structured and efficient. A dedicated implementation specialist guided Appalachian Offroad through a phased rollout, allowing them to go live in just 4-6 weeks with minimal disruption. The team found the platform remarkably easy to adopt.



Within the first few days, our warehouse team was performing basic receiving and picking tasks with minimal supervision. The unsolicited feedback from staff was overwhelmingly positive, with comments like ‘Why didn’t we have this before?’

Doug Hughes,
Director of Ecommerce, Appalachian Offroad

Several Skuvault features became central to their daily operations. Real-time inventory synchronization eliminated overselling by instantly updating stock levels across all sales channels. Barcode scanning and mobile picking dramatically improved speed and accuracy in the warehouse. The team also relies on cycle counting to maintain inventory accuracy, purchase order management to streamline replenishment and inventory forecasting to optimize stock levels.

Features like kitting and bundling opened up new sales opportunities, while velocity tracking helped optimize the warehouse layout. The robust reporting and analytics capabilities now provide the data-driven insights needed to make informed business decisions.

Measurable results and a foundation for the future

Implementing Skuvault brought substantial operational gains for Appalachian Offroad. The business now sees strong, measurable results across every area:

- **Faster order processing:** The time from order to shipment has decreased by up to 40%, allowing the team to consistently exceed customer delivery expectations.
- **Higher picking accuracy:** Error rates have dropped from over 2% to less than 0.5%, which means fewer mistakes and higher customer satisfaction.
- **Stronger inventory control:** Inventory accuracy now stays above 98%, with stockouts on popular items down as much as 70% and overstocking reduced.
- **Greater labor efficiency:** The same staff manages up to 50% more orders per day, and new hires complete onboarding in days, not weeks.
- **Revenue growth:** By reducing overselling and stockouts, the business has recovered 5-8% in lost sales, driving a 15-20% increase in overall revenue.

With Skuvault at the core of its operations, Appalachian Offroad is set for continued growth. The team plans to expand into new regions, introduce additional product lines and grow its B2B network, confident that Skuvault provides the scalability and reliability they need.



Our only regret is that we didn’t make the switch sooner. Skuvault has delivered \$250,000-350,000 in annual value through a combination of cost reductions and revenue improvements, representing a very strong return on our investment.

Doug Hughes,
Director of Ecommerce, Appalachian Offroad



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