



Services: Integrated EDI for SAP
Industry: Sporting goods

Trading Partners: Amazon, Canadian Tire, Costco, Dicks Sporting Goods, Golf Galaxy, Target

Case Study: Callaway Golf Company

Callaway Golf Company is synonymous with high-performance golf equipment around the world. The company has accelerated its growth through several initiatives in recent years, including bringing several components of its apparel product line in-house. In 2009, Callaway sought a new EDI partner that would work collaboratively with them to support the increasing global demand for Callaway's products.

In need of a partner with proven EDI expertise and existing connections to its retail customers, Callaway wanted to eliminate the time-consuming task of building and maintaining EDI maps to support trading partners' requirements. An EDI service provider with existing maps would dramatically reduce the time to connect with new retailers and enable Callaway's staff to focus on other priorities.

Improving Callaway's Trading Partner Relationships



RETAILERS



SUPPLIERS



3PLS

“By using SPS Commerce’s EDI service, Callaway has been able to significantly reduce chargebacks. Chargebacks are now an anomaly in our business.”

– Zohreh Alaghemand, Senior Director Global ERP Solutions, Callaway

SPS Commerce offered prebuilt connections to more than 1,800 retailers, including the majority of Callaway’s retail customers, as well as a large and knowledgeable staff to implement and support the EDI service. Callaway chose SPS Commerce’s on-demand EDI Service for SAP and implementation began immediately.

“SPS’ existing mappings to our retail customers and other trading partners helped us easily bring on new trading partners and accommodate their EDI changes,” said Zohreh Alaghemand, Senior Director Global ERP Solutions at Callaway. “SPS’ team of experts collaborates with us and is focused on helping Callaway achieve its business goals. SPS Commerce is a true partner, and has a refreshing and solution-solving attitude not usually found in today’s IT marketplace.”

Since 2009, SPS Commerce has provided the technology and supply chain expertise to help Callaway streamline its supply chain and connect to trading partners in days, not months. Today Callaway uses SPSCcommerce.net to connect with more than 50 leading traditional and e-commerce retail customers including Amazon, Canadian Tire, Costco, Dicks Sporting Goods, Golf Galaxy and Target.

“Our decision to partner with SPS Commerce has resulted in elimination of our EDI backlog, reduced IT costs, and increased efficiencies in serving our retail customers,” said Chris Rousseau, SVP Information Technology at Callaway. “In addition, our internal customers have been delighted with the timeliness of SPS’ ability to respond to new customer trading requirements.”

Like most vendors, Callaway wanted to avoid chargebacks from retailers by improving its operations and the timeliness of its communications. SPS Commerce worked with Callaway to automate their order and fulfillment cycle with this goal in mind.

As its EDI service provider, SPS Commerce manages the day-to-day communications with Callaway's trading partners to address new requirements, manage any issues that arise and more. Callaway has reduced supply chain costs, streamlined order fulfillment cycles and improved customer responsiveness with the help of SPS Commerce's EDI service and supply chain professionals.

About SPS Commerce

SPS Commerce perfects the power of your trading partner relationships with the industry's most broadly adopted, enterprise retail cloud services platform. As a leader in on-demand supply chain management solutions, we provide prewired, proven integrations and comprehensive retail performance analytics to thousands of customers worldwide. With a singular focus on the retail marketplace, we revolutionized traditional EDI systems by developing a platform that enables highly cost-effective and reliable trading partner collaboration. SPS Commerce has achieved 48 consecutive quarters of revenue growth and is headquartered in Minneapolis.