SQQUID
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DNA
MIND BODY & SOLE
FOR YOUR
FOOTWEAR

A leading footwear retailer boosts sales while reducing costs and operational complexities of online merchandising

AT A GLANCE

Challenge

DNA Footwear needed to replace an expensive, error-prone and hard-to-use collection of merchandising solutions from different vendors with a reliable, easy-to-use and cost-effective system.

Solution

After extensive research, DNA Footwear identified SQQUID as the solution that checked all the required boxes and offered additional features that could support future growth and business model changes.

Results

• Faster product launches and more sales
• 80% reduction in system costs
• Payroll cost reductions and elimination of specialized merchandising personnel
• Replaced complex multi-system solution with a single easy-to-use platform

Key Features

• Automated product catalog updates
• Double-queue order processing
• Merchandising

DNA Footwear is a leading shopping destination for what's hot and what's next in the world of footwear, offering over 150 domestic and international brands. The company operates 7 retail stores throughout New York City and an international online shopping site. Evolving along with the borough of Brooklyn, their signature rustic-chic boutiques have now become the perfect landing spots for trendsetters.

DNA Footwear uses SQQUID to be a more nimble online retailer. Its previous merchandising system integrated 6 separate solutions, was error-prone and hard to manage, incurred high costs and required dedicated staff for complex manual operations. Using SQQUID, DNA Footwear consolidated online sales and order processing operations into a single reliable, fast and cost-effective solution. It cut 80% of system costs and regained control of its merchandising operations. Additionally, the simplicity of SQQUID's Merchandising has broadened the pool of employees who could perform merchandising, eliminating the cost of specialized personnel.

CHALLENGE

Positioned in a highly competitive omnichannel retail environment, DNA Footwear strives to stand out through its superior product catalog, reliable service and fresh, exciting, up-to-date offerings on its website.

"Of all the systems we've used, I have to say that SQQUID just makes the most sense. It makes merchandising simple and works the way omnichannel retail solution should work."

Daniel Kahalani
CEO, DNA Footwear

DNA Footwear's leadership realized that the solution that they have been using for merchandising and fulfillment has become a liability. It cobbled together several systems from different vendors, which was expensive, hard-to-maintain and unreliable. Syncing delays resulted in missed sales, multi-step merchandising was slow and error-prone.

It was also very expensive. DNA Footwear was paying hefty monthly fees to an omnichannel vendor for using only a fraction of what they offered. The features that they did use were a poor fit to their needs, necessitating additional "connectors" to move data between various systems. The solution also required dedicated, experienced staff to maintain and could not be easily accessed by other groups within the company as business needs required.

The system had to evolve to support DNA Footwear's changing business model, but the accumulated complexities made the task nearly impossible. It was clear that a different approach was needed.

SQQUID

BENEFITS

Increased online sales

Easy-to-use Merchandising allows more employees to add and update products, resulting in faster reactions to market trends and generating more online sales.

Payroll cost reductions

By enabling more people to do merchandising, SQQUID eliminated the need for highly specialized personnel dedicated exclusively to merchandising.

System cost savings

By replacing a collection of systems with a single platform, SQQUID reduced system costs by around 80%.

About DNA Footwear

DNA Footwear first opened in Bensonhurst, Brooklyn in 2004, growing to 7 retail stores throughout New York City and an international online shopping site. Evolving along with the borough of Brooklyn, their signature rustic-chic boutiques have now become the perfect landing spot for trendsetters.
Learn more at dnafootwear.com

SOLUTION

Once the decision was made that a new solution had to be found, the team took a very methodical approach to evaluating replacement candidates. "We had a big spreadsheet where we tracked all the capabilities we needed for our new business model," said Daniel Kahalani, CEO at DNA Footwear. "Our key requirements were that a solution had to integrate with our Runit Point-Of-Sale (POS) system and it had to provide real-time, flexible merchandising tool that could be used by multiple people with minimal traning."

In addition to checking all the required boxes, SQQUID's solution also offered support for future expansion of DNA Footwear's business model, such as local inventory tracking, which could be used for location-based online advertising and real-time inventory availability on the website.

"Plus, we really liked the SQQUID team we were working with," added Kahalani. "To deploy a key business system like this we needed a partner we could trust."

After completing the integration of SQQUID into DNA Footwear's systems and a thorough verification of the data flow in a test environment, the new integration went live. SQQUID's merchandising tool proved instantly useful and the entire merchandising team was up and running within a single day.

"SQQUID delivered an easy-to-use and reliable merchandising solution for about one-sixth the cost of our previous complicated, slow and error-prone system."

Daniel Kahalani
CEO, DNA Footwear

RESULTS

After a month, several key advantages over the previous systems have become apparent.

The reliability and the speed of SQQUID's product catalog sync has enabled DNA Footwear to get new products up online much faster and to discover and fix catalog errors sooner. These improvements have resulted in an increase in online sales and more streamlined and simplified merchandising processes.

The simplicity of SQQUID's Merchandising delivered payroll cost savings to DNA Footwear by allowing it to increase the pool of personnel who could be tasked with merchandising. This was in contrast to pre-SQQUID days, when highly specialized personnel were required to operate the complex merchandising systems. "With SQQUID, we have more flexibility in talent deployment and business operations," said Kahalani.

SQQUID also delivered a new level of simplicity and cost savings to DNA Footwear's technology suite. It replaced an expensive collection of systems from different vendors with a single, hands-off, automated platform that addressed all of the required business needs.

Overall judgement from the executive team? Said Kahalani, "SQQUID helped us take back control of our online sales. We simplified our system, cut costs and re-focused our team away from operations and back to our mission of delivering exciting products to our customers."

About SQQUID

At SQQUID, we help brick-and-mortar retailers of all sizes thrive, in-store and online. We know that omnichannel retail can be a daunting challenge, so our technology enables users to seamlessly grow and manage sales across different channels. We deliver tools that are affordable and easy to use, yet highly sophisticated; designed to future-proof retailers against rapid shifts in technology and e-commerce trends.
Learn more at sqquid.com