

humangear®

Product Design Firm Manages Business, Not
IT Complexity, with SAP Business One
Deployed On AWS Cloud



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Jordan Hurder, Head Operations and Sales

Company

Name:

humangear

Location:

San Francisco, CA

Products:

Travel and lifestyle accessories

Customers:

Humans

www.humangear.com

The Humangear logo, featuring the word "humangear" in a lowercase, sans-serif font, with a registered trademark symbol (®) to the right. The logo is set against a green, rounded rectangular background.

Business Challenges

- Migrate to an agile business management solution
- Need for remote access to application

ERP Solution

- SAP Business One®

Benefits

- No in-house IT maintenance for agile operations
- Simple configurable interface for ease-of-use
- Scalable application to support continued growth
- Remote cloud access with guaranteed uptime
- Integrated operations for enhanced visibility

Hosting Environment

- Amazon Web Services (AWS) Cloud

Why Vision33

- SAP certified consultants for world-class implementation
- SAP gold channel partner with decades of experience
- AWS Partner Network (APN) Consulting partner

Existing Environment

- QuickBooks
- Product design software
- Apple Mac desktop

For a product design firm this down-to-earth, it takes looking to the Cloud for inspiration on how to manage fast growth. humangear's latest ingenious idea? Migrate its operations to SAP Business One hosted on Amazon Web Services (AWS) for a scalable business solution and a lower total cost of ownership.



"I felt that SAP Business One was right for our business, not only because its user interface met our needs for simplicity and ease-of-use, but also because of the sheer number of customizations that you can do with it."

In a market driven by the latest technology gold rush, it takes more than innovative ideas to make it. Amidst technology enabled start-ups, San Francisco-based humangear, seeks to outfit its 'humans,' (the inclusionary title it confers to its valued customers), with a range of innovative takes on traditional consumer product categories.

Since its inception in 2007, humangear has put the humanity in its products by being down to earth and taking the time to listen to the customer. But when you are a product design firm that makes meticulous, environmentally conscious, and utilitarian gear that span categories like the collapsible cup, GoCups™, to evolved flatware, GoBites™ you have to keep dreaming – you have to be agile.

Like many young start-ups, small business accounting software offers a good start to get a company up and running. However, for fast-growing humangear quickly reached the point where the Quickbooks Premiere software that accounting, inventory management, and sales could no longer meet the needs of the company.

Jordan Hurder, Head of Operations and Sales humangear, reflects on the company's previous accounting software: "It worked okay when humangear was a really small operation, but as we grew and expanded our product lines, it became clear that we needed something more robust; something that scaled to a small company but that could grow with us in the long run without the need to replace it in a few years."

Looking to the Amazon Cloud for Inspiration

Like many design firms in San Francisco, humangear traditionally uses MACs for the product design process. With SAP Business One hosted on the Amazon Web Services (AWS) humangear could not only migrate from its small business accounting software, but could also launch the entire enterprise application virtually from Amazon's cloud server. Hurder has already seen the benefit for this alternative to traditional on premise ERP deployment. "The guarantees from AWS about uptime are true. They made promises about uptime and delivered." It's incredibly convenient for staff that are working off site at tradeshows or even vacation. We just simply use remote desktop to access SAP Business One in the cloud wherever we are." By putting SAP Business One in the cloud, humangear didn't have to install servers on premise – and there was no need to be concerned with any performance issues due to running SAP Business One on a virtual machine in their MAC environment. The AWS cloud was a simple solution for humangear.



Looking to Vision33 and the AWS cloud for its SAP Business One implementation, the company could also maintain the creative freedom of a small start-up without the need for traditional investment in IT resources. As the company continued to grow, opening warehouses in other countries, it maintained its small staff. "We still operate like an agile start-up company; we don't have an in house IT department, we contract outside," describes Hurder. SAP Business One on the AWS cloud enables humangear to maintain this model and not incur large in-house IT resource costs.



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Real Value for the Company and the Customer

Once the implementation process was complete, the benefits were immediate – not only to humangear but also to its customers. With QuickBooks, there was no way to handle multiple warehouses. Now humangear has visibility through real-time reporting across the company and can manage its new overseas warehouses in Europe and Asia. Fulfillment has improved dramatically. “We now have used SAP Business One to improve fulfillment to customers who are in those regions,” tells Hurder. “With SAP Business One, we’ve been able to provide a higher level of service to our customers through having our warehouses much closer to them. Their import costs — if they’re buying from us and they’re based overseas — are much lower. This would have been near impossible with our old system.”

Gearing up for More Success

Going forward, humangear will continue to leverage SAP Business One on the AWS Cloud to the benefit of business. “It’s not only improved our forecasting, but it’s improved our delivery performance,” says Hurder. “It’s enabled us to keep less inventory in stock because it’s easier to either set inventory aside for a customer that you know is going to order or just to promise delivery dates with greater accuracy. We’re not having to keep as much safety stock on hand, so that’s been a real benefit. We have a true picture of the cost of inventory.”

“SAP Business one definitely positions us for future growth. The solution is right for us, not just for the next three or four years of our business, but for the long-run,” concludes Hurder.

About the implementation partner Vision33, Inc.

The global leading value added reseller for SAP Business One, Vision33, Inc. (www.vision33.com) focuses on providing the SAP Business One application for growing businesses and subsidiaries of large enterprises. Through offices located across North America, multi-award winning SAP Business One Partner, Vision33, provides the right balance of software, world- class consulting and support services to help customers better manage and grow their business.

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