

CASE STUDY: AMERICA'S TOP GYM EQUIPMENT MAKER LAUNCHES MAJOR ERP UPGRADE

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Gym Source, a distributor of residential and commercial fitness equipment, has been enjoying rapid growth. The market for fitness equipment in America is exploding — and this enthusiasm for fitness has boosted Gym Source's profits as it has built more gyms than any other company in the world.

Founded 75 years ago and an established name in the fitness field, Gym Source is the largest commercial distributor of fitness equipment in the — with a client list that includes the FBI and the White House.

But with growth has come logistical pressures which have dictated that Gym Source take a hard look at its ERP.

With 35 stores and seven distribution centers throughout the East Coast, Gym Source found it had outgrown its existing ERP system, which relied on manual

data entry and processing. It turned to software developer VAI to help streamline operations and enhance customer service. Gym Source chose VAI's S2K to support the automation of processing and enable employees to switch focus from gathering and organizing data to value-added responsibilities like evaluating data analytics to optimize business operations.

According to Gym Source, its old system frequently would report glitches and errors requiring manual adjustments. The new S2K software will automate Gym Source's daily reporting needs and distribute at the specified times and intervals throughout the course of the business cycle.

"As our business continues to grow, I speak for every employee when I say we made the right decision in upgrading to VAI's end-to-end solution," says Joseph Vazzano, CFO of Gym Source.

VAI conducted interviews with individual employees to understand their workflow and analyze how Gym Source could optimize the solution to meet their needs.

"VAI's genuine investment in our success really stood out during the selection process and we're grateful for their hands-on approach as we lead up to implementation," Vazzano adds.

A key driver in the selection process was the S2K 6.0 platform's integrated applications, which covers financial management, warehouse management, and distribution needs, as well as customer relationship management (CRM) and other end-to-end capabilities. It does not require separate bolt-on applications, which has proved a major selling point for big retailers.

