



3balls.com: Top of their Retail Game

“Clearly CORESense has been instrumental to the growth we’ve experienced over the past year. Any retailer seeking to improve the performance of its retail management process while simultaneously expanding their business should be sure to consider CORESense.”

Doug Smith, Director of Business Development, 3balls.com

3balls.com, Inc., is a leading online direct retailer and eBay Power Seller of used and like-new golf equipment. 3balls.com is also responsible for spearheading the development and on-going management of The PGA.com Value Guide in collaboration with PGA.com and eBay.

In an effort to diversify and grow its business, 3balls.com knew it had to update its technology infrastructure. Specifically, the company sought to integrate and automate its backoffice systems, while deploying a solution that would allow it to sell through multiple channels easily.

At the time, 3balls.com was selling nearly all of its merchandise via eBay. The technology solution they had in place for managing these activities lacked the flexibility necessary to meet the company’s changing needs. In particular, 3balls.com wanted to manage and process orders, inventory, fulfillment and customer communications from a single Web-based retail management system, such that all sales, regardless of their point of origin, would be handled in the same way.

Identifying and implementing a solution to address this challenge was undertaken by the company’s director of Business Development, Doug Smith. After considerable research, Doug selected the end-to-end retail management software package from CORESense, whose solutions are designed to help small- and medium-sized retailers carry out multi-channel sales initiatives. With CORESense, retailers can easily manage products and customers across Point of Sale, eCommerce, eBay and other channels through a single integrated system – reducing the overhead and administrative burden usually associated with the management of multiple channels. By December 2002, 3balls.com had launched its Web site with CORESense; 3balls.com auction functionality as facilitated by CORESense began in Fall 2003.



www.3balls.com

CORESense CASE STUDY: 3balls.com

Today 3balls.com uses CORESense to manage all aspects of its business. Because CORESense is a comprehensive retail management system, it handles everything from order entry to fulfillment to communications with customers. Additionally, CORESense offers integration with UPS[®] WorldShip[®] and FedEx[®], which has helped to streamline the order management and shipping processes.

All orders, whether they are placed at eBay, 3balls.com or another web site, are processed the same way and managed from the same CORESense application. Since the company takes several hundred orders each day, it would have been impossible to manage this effectively without a solution that handled the orders in a common manner.

Prior to selecting CORESense, 3balls.com considered other solutions. Some were more robust than CORESense, but these also were more expensive and required long implementation times. Other solutions were less expensive than CORESense, but lacked the end-to-end retail management functionality. In general each of these “point” solutions had some individual value, but did not provide the breadth of functionality required by 3balls.com.

Since going live with CORESense, 3balls.com has realized a number of significant business benefits. For example, 3balls.com has grown its revenue by more than 30 percent from December 2002 to December 2003, with only minimal additions to its staff for managing inventory, shipment or customer service. While a variety of factors have contributed to the success of the 3balls.com business during this time, the CORESense solution has improved the retail management process noticeably and enabled the company to sell more easily through its various channels.

Furthermore, because the company's customer service and order processing staff need only access a single application (CORESense) to handle any business activity, the 3balls.com team can process orders more quickly, eliminate mistakes associated with excessive data entry, and provide a superior level of service to customers. Doug estimates that without CORESense, 3balls.com would have had to add two full-time equivalents to the customer service and order processing team to manage the increased level of activity over the last year. Based on the success of this relationship, 3balls.com selected CORESense to manage an ongoing project with the PGA.com, known as the PGA Trade-in Network.

“We talked to a lot of vendors prior to selecting CORESense, and very few could provide the same combination of functionality and price for which we were looking,” said Smith. “Clearly CORESense has been instrumental to the growth we've experienced over the last year. Any retailer seeking to improve the performance of its retail management process while simultaneously expanding their business to include multiple sales channels should be sure to consider CORESense.”



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