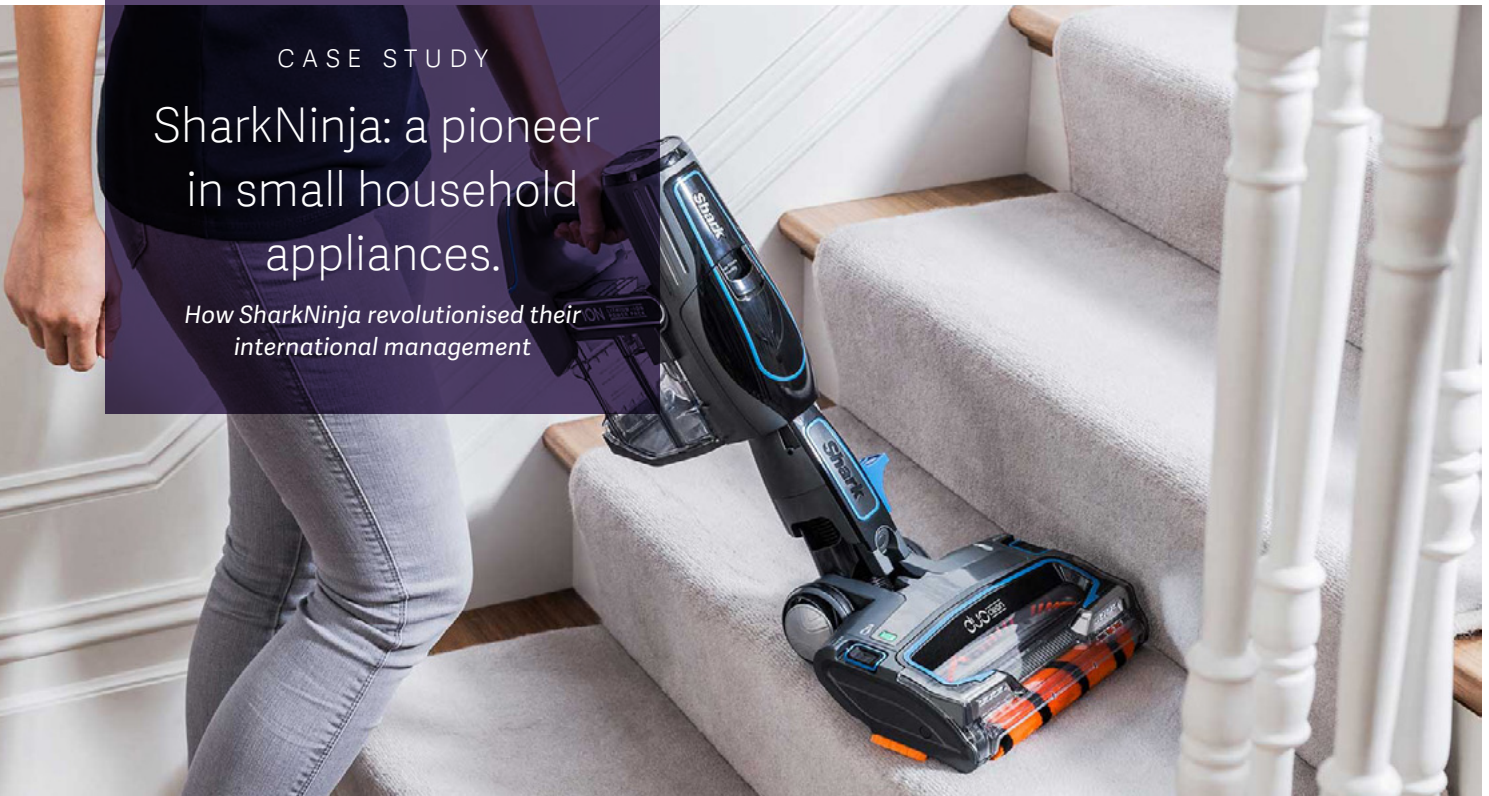


CASE STUDY

SharkNinja: a pioneer in small household appliances.

*How SharkNinja revolutionised their
international management*



System uptime and data availability are critical for competing in today's market - especially considering the speed of retail business. Small-appliance specialist SharkNinja were using technology that their competitors had long-since updated, and they found that it was holding them back. Desktop solutions chained to a single location were no longer an option if they wished to continue innovating and competing on an international level.

By upgrading to the hosted Sage 200cloud solution, SharkNinja can now manage accounts, customers, manufacturing, supply chain, business intelligence and more, all on the go, with full CRM integration. The Sage CRM provides SharkNinja with a complete view of customer activity across its business, providing better insight, increasing productivity, and fostering growth.

Company
SharkNinja

Location
Needham, Massachusetts, USA

Industry
Housewares

System
Sage CRM and Sage 200cloud

Challenge

SharkNinja is an International Consumer Products Manufacturing (CPM) company headquartered in the US, with offices in Canada, the United Kingdom, and Japan. SharkNinja is the maker of the leading Shark® vacuums and steam mops, and the innovative line of Ninja® kitchen appliances. Shark® and Ninja® are two of several house-care brands developed by SharkNinja Operating LLC, a pioneer in small household appliances and cleaning solutions that fit the lifestyles of busy people.

The company's products are globally distributed through direct imports and third-party distributors to a variety of markets around the world. Within the United States, SharkNinja utilises major big-box retailers and specialty stores as well as their websites.

“We are responsible for all the company’s applications; therefore, we must ensure application uptime and timely data availability.”

Rob Drew, Vice President Global I.T, SharkNinja

SharkNinja's existing software was hosted at their offices in Wakefield, England. To keep up with the speed of retail business and outpace their competition, they needed a way to access data and share information between locations, in real time. They also needed to improve their Disaster Recovery solution and integrate an enterprise-level Customer Relationship Management (CRM) solution to improve efficiencies within their call centers.

Solution

When SharkNinja moved to implement Sage CRM, they also decided it was time to transfer all of their business application software, including Sage 200, to a hosting solution.

Working with solutions implementer Opus-UK, they integrated the changes in under three months, including:

- Reimplementing software.
- Customising Sage 200cloud software to align with SharkNinja processes.
- Designing, planning, and integrating the Sage CRM solution in all locations.

They began by upgrading their Sage 200 software, moving from the on-premises version to the new hosted version of Sage 200cloud that's accessible from anywhere. They aligned the Sage 200cloud system to their internal processes, and designed and planned a CRM effort using the Sage CRM software, which included disseminating the system across continents. Within three months, they had deployed the Sage CRM solution throughout the UK and Canada.

“This hosting solution has given us critical improvement in both of our Disaster Recovery and Business Continuity plans, protecting the business from the unexpected.”

Sage 200cloud works with Blue Chip Retailers and Logistics Partners, making it a reliable integration

Sage CRM

Unlock hidden business insight that allows you to make informed decisions while building more rewarding and valuable customer relationships.

Sage CRM taps into the power of organization so that you can help your marketing team reach the right people at the right time and delight customers while outperforming the competition. Work on the most profitable deals. Grow your business with Sage CRM today.

Opus-UK

sales@opus-uk.co.uk



The Benefits

SharkNinja's hosted Sage CRM solution now supports call center agents in the US, UK, Canada and South America, with implementation planned for mainland Europe. It is easily scalable, making it a vital tool for expansion.

The hosting solution has critically improved Disaster Recovery and Business Continuity plans, protecting the business from the unexpected. It has removed the burden of patching and maintaining infrastructure, and has given SharkNinja a noticeable performance boost in application. Furthermore, it integrates with National Logistics companies, removing complicated processes and saving valuable time.

Sage CRM was demonstrated to be chosen over global alternatives, like FDM4 and Dynamics, time and again. Sage 200cloud works with Blue Chip Retailers and Logistics Partners, making it a reliable integration that adds real value and improves operational efficiency.



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