

Brooks Sports, Inc. takes off running with Infor M3

About the company

Brooks Sports, Inc. designs and markets performance running shoes, apparel, and accessories for men, women, and children worldwide. The company provides shoes with smart cushioning systems that adapt to a runner's unique biomechanics, weight, pace, gait, and surface, as well as biodegradable running shoes. Brooks Sports products are available through dealers in the US and internationally. To learn more, visit www.brooksrunning.com.

Facts at-a-glance

COMPANY
Brooks Sports, Inc.

HEADQUARTERS
Seattle, Washington

INFOR PRODUCT
Infor® M3

INDUSTRY
Fashion

EMPLOYEES
>500

WEB SITE
www.brooksrunning.com

Business goals

- Become the number one global authority on running shoes.
- Unlock new technology opportunities by upgrading from Infor M3 version 10.1 to 13.2.
- Accelerate speed to market while maintaining cost savings.
- Expand operations to Italy, Germany, and the Netherlands.

> "A lot of exciting stuff is happening at Infor and we're starting to look at how we can expand upon some of those things so we can actually reach out to our customer, the runner, in a more direct fashion."
>
> **Walter Fogg,** Global IT applications manager, Brooks Sports, Inc.

Continuing its success with Infor M3 for fashion

Expanding globally

Headquartered in Seattle, Washington, Brooks Sports, Inc. aspires to be the number one authority in the world for running shoes. The company's manufacturing operations are located primarily in Asia, with global operations including distributorships in Australia, Japan, US, and soon China. The company has acquired distributorships in Italy, Germany, and the Netherlands, which has resulted in the creation of Brooks-owned European distribution sites. Infor M3 provides a flexible, industry-specific platform that allows Brooks to integrate these disparate entities into its system and operate as one company. Infor M3's scalability as a platform, industry alignment, and ability to evolve with its needs gives Brooks confidence to plan and ensure continued success in the fashion industry.

Improving functionality with customizations

Brooks' upgrade from Infor M3 10.1 to 13.2 was a smooth process that was accomplished on time and within budget. Thanks to Infor M3's specific focus on elements relevant to the fashion industry, Brooks has been able to reduce its need for customized, one-off modifications. This has been a significant benefit to Brooks during the upgrade process. Brooks plans to maintain a regular upgrade schedule in order to benefit from Infor M3's expanded capabilities, remain open to other collaborative platforms, and take advantage of Infor's other future improvements that will support the company's competitive position in the marketplace.



"What's nice about Infor M3 is the flexibility of the data integration layers and the tools that are available in the system. We integrated Infor M3 quite well with other systems so we can do seasonal planning, line it up in a seasonal cycle, and see the results in the system."

Walter Fogg, Global IT applications manager, Brooks Sports, Inc.

Enjoying industry-specific functionality

Adding value

Brooks strives to make products that look great and make emotional connections with its customers. Infor M3 allows Brooks to provide outstanding products to customers, while also efficiently supporting its business with industry-specific functionality. The company has observed parallels between its journey and Infor's—where creating a great product experience, while remaining innovative happens in tandem. Brooks' strategy fits in well with Infor's future plans, making the two a great match.

Business outcomes

- Expanded global footprint and positioned the company for continued growth.
- Upgraded from Infor 10.1 to Infor M3 version 13.2 on-time and on-budget.
- Integrated distributorships into global operations and EDI collaboration with retailers.
- Used the Infor Services Center of Excellence to help fast track the creation of dynamic reporting processes.

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