

## Finis, Inc.

### Finis Omni-Channel Fulfillment Makes Waves with OzLINK

**Company Name:**  
Finis, Inc.

**Industry:**  
eCommerce, Sports Gear

**Oz Solutions:**  
OzLINK Mobile,  
OzLINK Shipping

**Applications:**  
NetSuite, SPS Commerce

- Key Benefits:**
- Reduced manual touches of compliance orders by over 50%
  - Decreased picking and fulfillment errors by 85%
  - Lowered retailer charge backs by 70%
  - Automated omni-channel eCommerce order processing, resulting in \$120K in annual savings



**“** OzLINK is critical to Finis fulfillment. The solution and the team have solved every challenge we have thrown their way. **”**

—Christina Peterson, Process Manager, Finis

### At a Glance:

Finis manufactures and sells swim training products for swimmers of all ages. Started in 1993 by Olympic Gold Medalist, Pablo Morales, Finis has grown to be one of the most innovative makers of swimming products for swimmers worldwide. With growth, manufacturing in the US and Europe, their logistics requirements became very complex. With OzLINK, Finis has streamlined their warehouse and fulfillment processes, integrating NetSuite with SPS Commerce to better serve their eCommerce orders and large retail customers.

### The Challenge:

Finis' success and incredible growth has resulted in manufacturing in the United States as well as Europe, a successful eCommerce channel, and retailers such as Dick's Sporting Goods, Modell's, and REI carrying their products. However, with this success, their warehouse and logistics become more complex, resulting in:

- Too many manual touches on orders for larger retailers
- Extra costs due to volume growth and a fulfillment process that was not fully automated
- Too many pick & packs errors, impacting customer satisfaction and even charge-backs

### The Solution:

Finis implemented OzLINK & NetSuite to automate the fulfillment process. This solution included wireless bar code scanning for pick & pack as well as NetSuite shipping, which included integration with SPS Commerce to handle the mandated ASN (Advanced Ship Notices) transactions. The results include:

- Wireless picking & packing integrated real time into NetSuite, capturing box details required for the ASN
- Integrated shipping process, including generated compliance UCC 128 labels for retail compliant orders
- Manual touches reduced from 4,200 touches per month to 2,100

 To find out more, contact NetSuite Inc. at 1-877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com).