Dear

ROGUE AND WOLF LTD.

Gothic Fashion & Jewelry Designer Brand

Website: www.rogueandwolf.com

Location: United Kingdom

Integrations: Xero, Shopify, Etsy, Amazon, Ebay

GROWING THE BUSINESS, ORGANIZING THE BACK, HOW ROGUE AND WOLF LTD REDEFINED OPERATIONS WITH INVENTORY MANAGEMENT

TRY OUR UNISEX FASHION

THEIR STORY

Atmospheric and fascinating, Rogue and Wolf managed to cultivate an enthralling and attractive fashion and jewelry brand. While everything was elegantly marketed on the front with a clear image and style, the back needed some substantial improvements. Rogue and Wolf integrated DEAR Inventory Management, and dramatically improved their business operations.

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KEY CHALLENGES

- Improving **tax knowledge.**
- **Low automation.**
- **A lack of scalability.**

KEY SOLUTIONS

- **The integration of a wide number of different features** and modules, like Assemblies and Documents Templates.
- The use of **real-time insights.**
- Accurate **international tax reporting.**

KEY RESULTS

- **Reduction** of stock take errors.
- **Expansion** into multiple Amazon marketplaces.
- **A dramatic reduction** of time spent for tax preparation.

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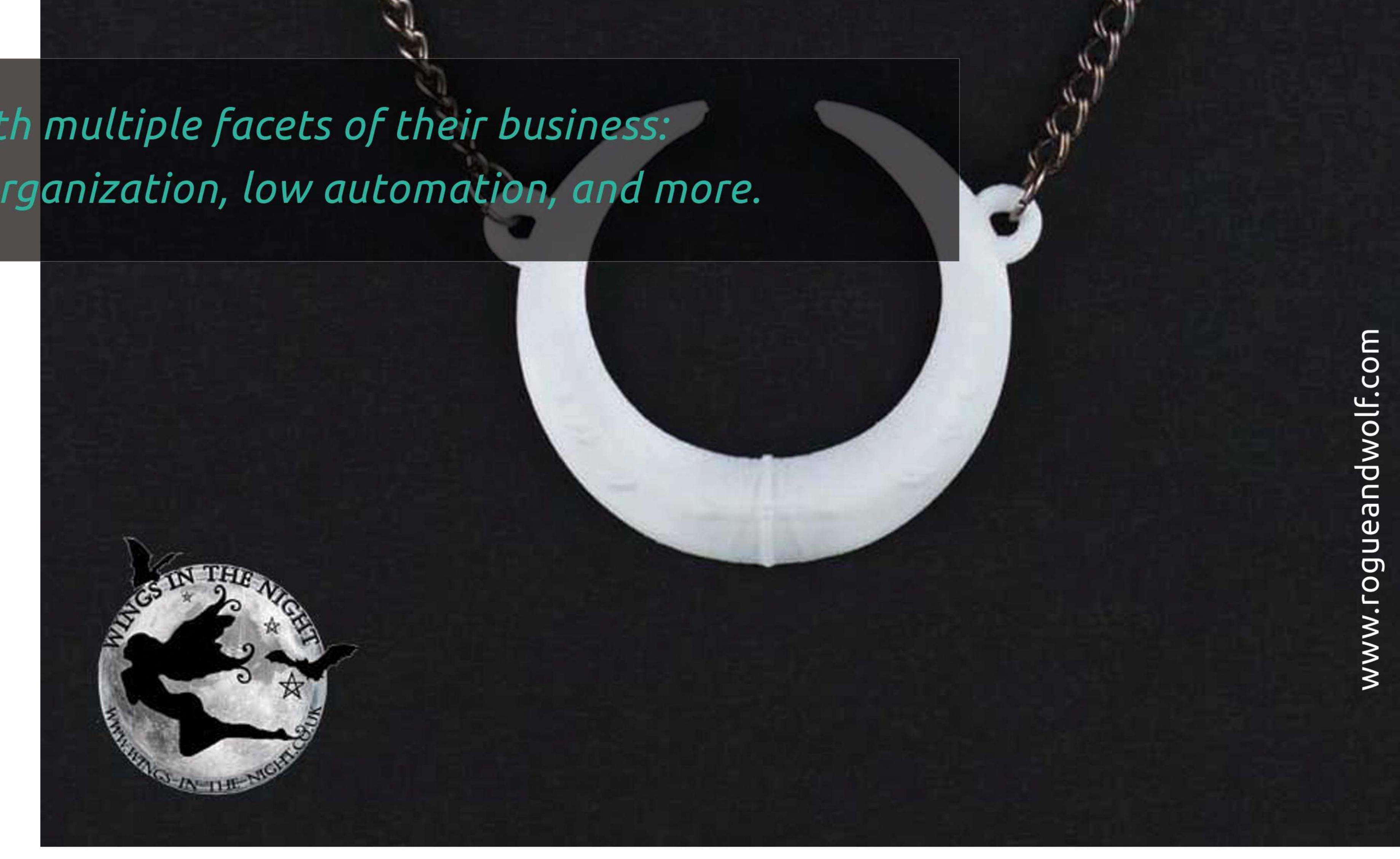*The company had challenges with multiple facets of their business: restocking and reordering, tax organization, low automation, and more.*

Rogue and Wolf has an absolutely dazzling brand image. With a range of stunningly colorful products, including mugs, phone cases, tees and tops, and more, rogue and Wolf has always knew what they were. Their aesthetic was attractive and captivating, with dark colors matched with vibrant reds, oranges, and greens.

On the other side of the web shop was a slightly different story. The company had challenges regarding to multiple facets of their business: restocking and reordering, tax organization, low automation, and. more.
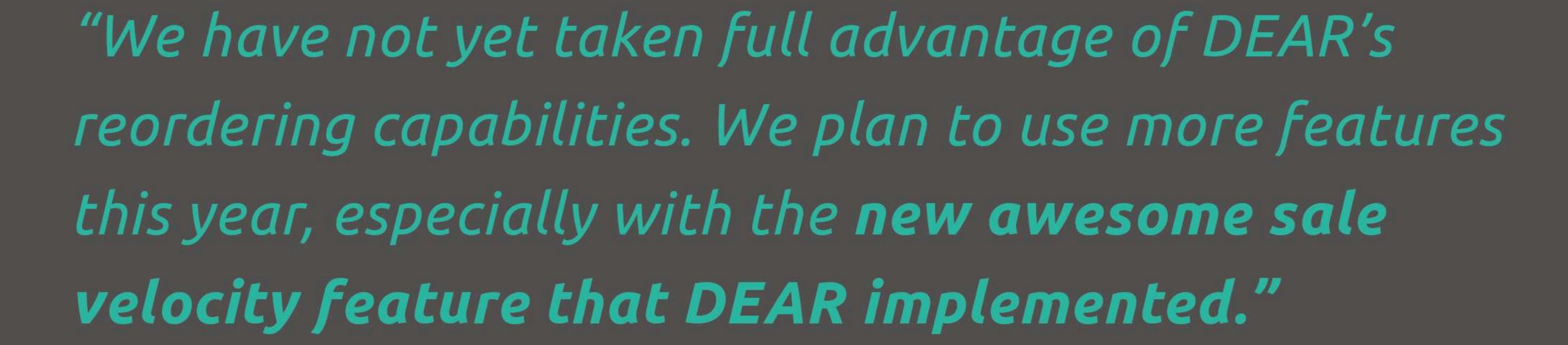
The team couldn't help but find fallacies in their tax organization. It became a major

burden for them, and one that DEAR helped with tremendously. "Since DEAR is very technical in how it does inventory and taxes, we had to step up our knowledge and understanding so we understand how to do things. It was a steep learning curve but we ended up better out of it."

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4

THE SOLUTIONS

> *"We have not yet taken full advantage of DEAR's reordering capabilities. We plan to use more features this year, especially with the **new awesome sale velocity feature that DEAR implemented.**"*

In some ways, taxes seemed to be the Achilles Heel of Rogue and Wolf. When asked about how DEAR has most helped, the team replied with an interesting amount of humility and self-understanding. They knew the massive importance of doing international business correctly, especially since the bulk of the business was dedicated to online sales. "DEAR is the only inventory management suite that does international taxes correctly. We tried at least 4 other similar apps but they were doing taxes wrong. It was very important to us that correct taxes in multiple currencies are done correctly and are pushed to Xero appropriately, since we are a retail business with thousands of individual transactions per month."

Restocking and reordering from DEAR has really helped Rogue and Wolf streamline their operations. When asked how these

aspects have changed and what has evolved on a day-to-basis, the team responded confidently. "Inventory management is organised and very precise now. There are some extra small tasks in order to properly record all stock movements but we gain in long term efficiency and save tons of time when doing our taxes.

And they know they can do even more. "We have not yet taken full advantage of DEAR's reordering capabilities. We plan to use more features this year, especially with the new awesome sale velocity feature that DEAR implemented."

When pressed about how they are using the more intricate features of DEAR, they replied with enthusiasm. "We use Assemblies a lot and it's amazing that DEAR supports that. Some of our products are assembled and packaged in our own facility. It's a small part of our range but it would be a pain if that feature was missing."

Every day brings important new changes, and the team needs to know where they are at and how to take note. "Our day by day includes sales and stock movements. We use the Document Templates a lot. The reports are very useful and the management part of the business uses them constantly."

Which module is the most important? "It's hard to pinpoint one single feature now that all of them are so necessary for the day by day running of our business."

We wanted to discuss the real-time insights of DEAR, and Rogue and Wolf was more than happy to add how the feature has helped change their habits. "We use the data in DEAR to always keep a clear view of our channels. Especially the cost/revenue data vary so wildly between channels so it's good to have a clear picture."
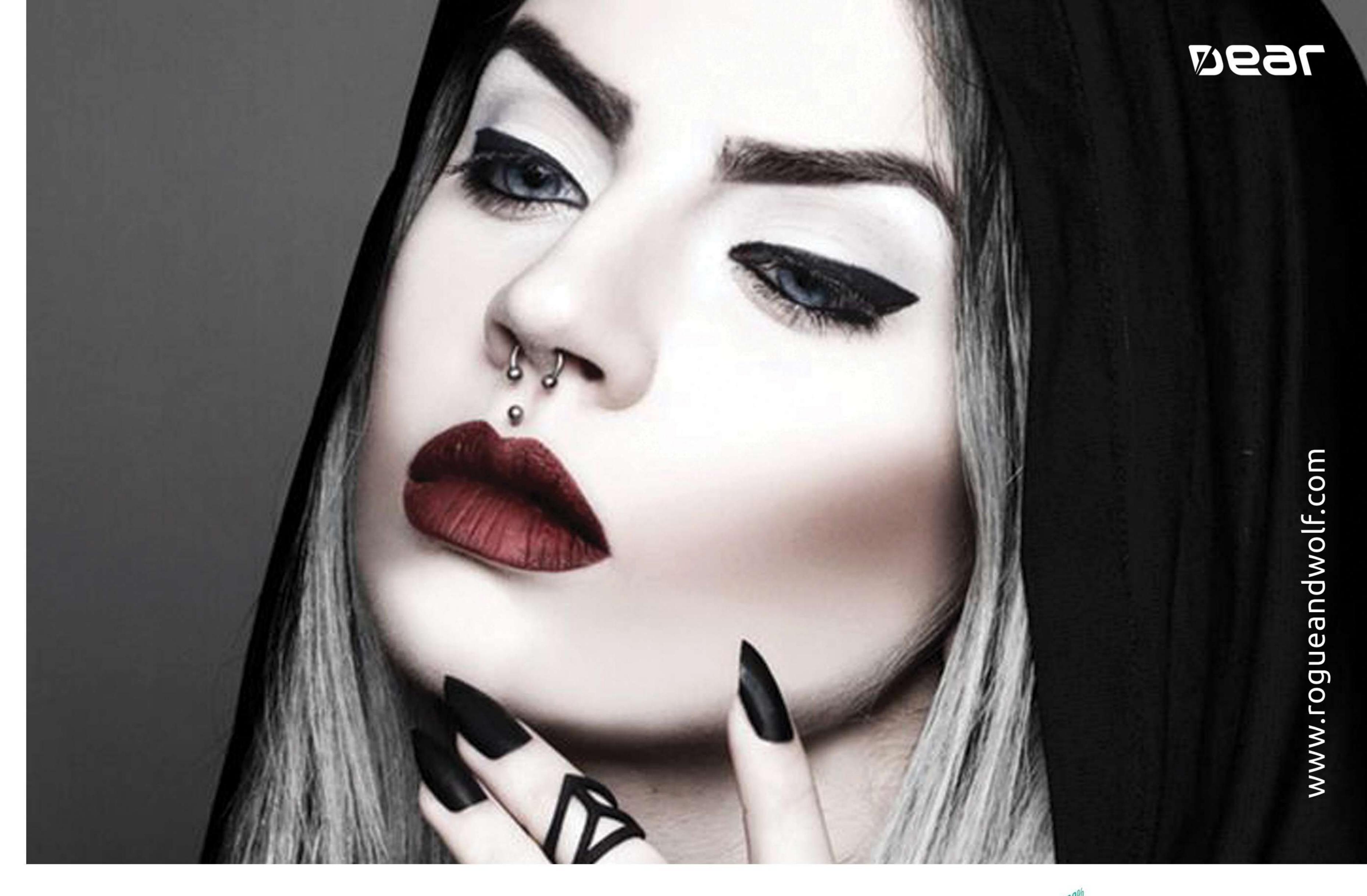
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THE RESULTS

The results have been staggering. The solutions have provided the team more precise data, more organized tax records, versatile assembly reports, and real-time insights for a clearer picture of the channels.
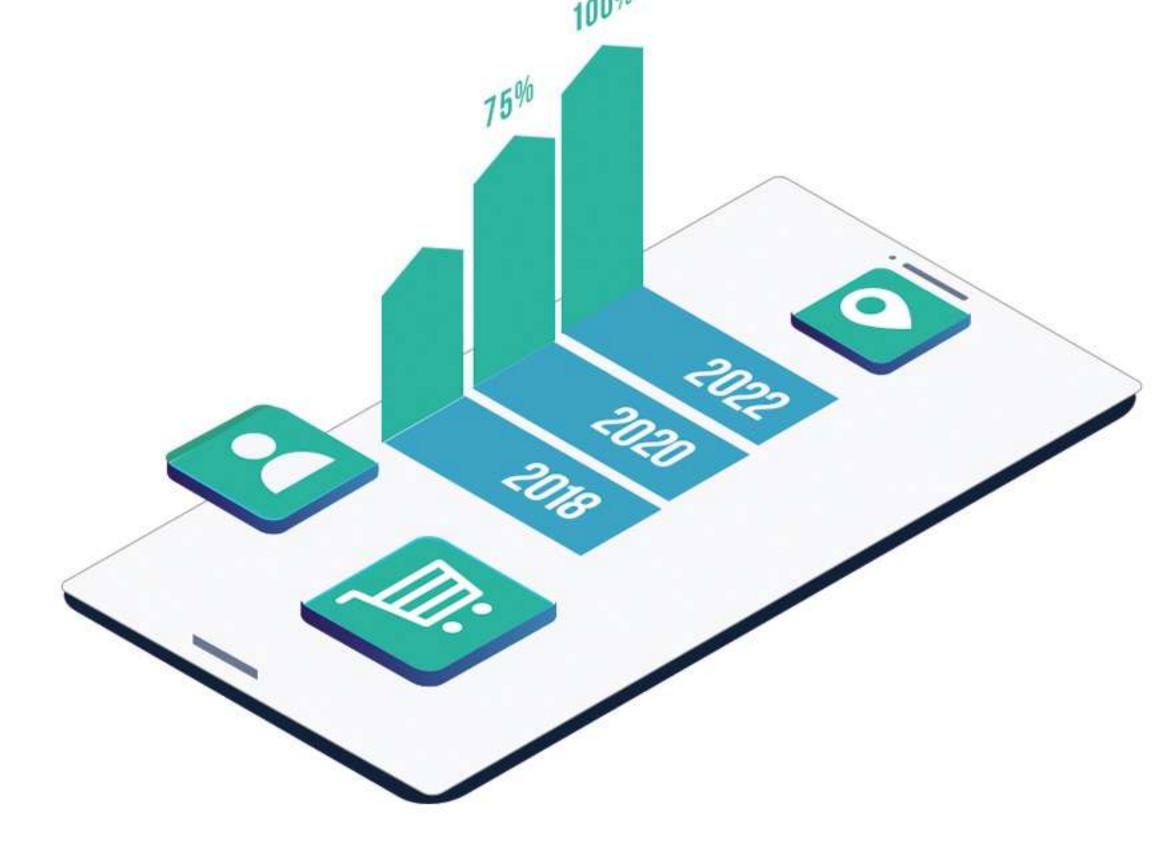
The team of Rogue and Wolf was almost sardonic on their reply to how much time DEAR was saving them.   When asked directly, how much time they think they are saving from not having to manually count inventory or work with a less-automated platform, they had this to say: "We would need two extra people just to manage the complications. And I might be optimistic here, it would probably be much worse."

Fortunately, they never had to deal with much worse. They acted.

They even managed to harness this new time surplus to take on new and challenging obstacles in their operations. Since implementing DEAR, "Our tax preparation responsibilities used to take at least a week per quarter, sometimes even two weeks. By now we spend about two to three dates while our business volume is almost four times larger. And this comes with much less stress involved which is priceless."

7

"It is also extremely easy to answer specific questions regarding stock numbers, stock movement, costs, etc. We don't need to do any stock takes anymore. When small irregularities pop up in our numbers, it's easy to fix them."

What about scalability? It was one of the biggest changes for the fashion company before integrating DEAR. The company hardly hesitated. "We could not have scaled as we have without DEAR. We save so much time that we would have needed more staff without it. We would also be very reluctant to expand in more channels without the automation that DEAR provides. We are now expanding into multiple Amazon marketplaces with great results and with fewer worries."

Best yet, DEAR continues to improve for clients. "The Sale Velocity report that was added recently is amazing and incredibly valuable. I would make it real-time and with easier customization."

The team also states that they are willing and interested to try new modules and features, and are confident with the support they will receive. "We have asked for support numerous times. Mainly to understand what the proper way of doing things is but also to fix specific issues." When they did have issues following a new integration, DEAR responded to their needs. "We did have various issues in the initial integration, like data coming through wrong from various integrations...On the good side of things, DEAR tech support has always fixed those issues.

DEAR is not just a platform, but a relationship. Clients receive a platform they can use to expand their operations, opening up time to focus on key areas of their business development. The company dominated with their eclectic yet elegant brand image, but they needed some tightening of their operations.

Rogue and Wolf tackled some of their most imposing challenges to date, and came out of it a more effective business.

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IS MANUALLY MANAGING YOUR INVENTORY AND FULFILLMENT PREVENTING GROWTH?

Leverage the power of multi-module DEAR Inventory Management software to take your business to the next level. We keep the moving parts of your business all in one location, while automating time consuming tasks, whether you are in retail, wholesale, or manufacturing.

Visit www.dearsystems.com to begin a 14-day Free Trial.