

Putting new cloud ERP plays into practice at Baden Sports

RSM

RSM creates winning playbook for middle market ERP cloud migration

Baden Sports is a third-generation, family-owned sporting goods company located in Kent, Washington. With around 100 employees, Baden ran their operations on Microsoft Dynamics NAV 3.7 and wanted to modernize and streamline them with a cloud-based solution.

Working with RSM, Baden identified Microsoft Dynamics 365 Business Central as the most cost-efficient option, which also offered seamless integration with the Microsoft 365 platform and the ability to leverage Power Platform for deeper business insights.

Accelerating the pace of progress

RSM put their vast experience to work to enable Baden Sports to quickly realize the benefits of the cloud. The team evaluated Baden Sports' environment to determine the best path forward based on their specific needs and to accelerate the migration to Dynamics 365 Business Central.

A more agile, integrated and cost-effective ERP solution

Baden Sports Chief Operating Officer Casey Schindler was aware of budget and process challenges faced by peers, but RSM and Business Central proved to be a good fit for the company. "We had heard horror stories about moving to a new enterprise resource planning [ERP] system and the budget it required," he says. "But Business Central had the flexibility and features we needed without requiring a ton of customization. It also integrates with our other Microsoft products like Teams, which increases the ROI. And being able to connect Power BI directly into Business Central to provide real-time access to data has also been a game changer for our team."

Another aspect of Business Central that was extremely attractive to Baden was the AppSource marketplace, which allowed the company to quickly deploy additional functionality without requiring

specialized technical skill sets. Instead of needing to wait months to add new functionality in the old system, Baden can now add new capabilities within weeks through third-party applications. Since RSM completed the implementation, Baden has added multiple third-party applications to augment the features of Business Central.

For more streamlined order processing, Baden implemented the [Shopify Connector](#), which has allowed them to process orders within 15 minutes of receipt—about a day faster than the old process that required manually importing Shopify orders. They have also deployed [Dynamic Ship from Insight Works](#), a barcode scanning app that has helped improve order accuracy and make warehouse operations paperless, as well as [iPayments from iSolutions](#) for credit card processing and collections.

"The ability to integrate these third-party platforms is amazing. With iPayments, we went from signing a contract to being fully implemented in five weeks," says Schindler. "In our old system, it would have taken months and been extremely expensive. Business Central has really given us an open playbook to adapt the solution to what our business actually needs."

Laying the groundwork for growth

With a new modern, cloud-based Microsoft Dynamics 365 Business Central ERP solution, Baden Sports' business operations are more efficient, agile and integrated with key applications and functions. The system gives the company a strong platform for ongoing growth, with more opportunities to focus decision making; greater agility to take advantage of emerging innovations, including artificial intelligence; and the ability to rapidly add new functionality as business needs dictate.



+1 800 274 3978

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