



Uvex Sports Achieves Long-Term Growth with Microsoft Business Solutions—Great Plains

Established in 1993 as an independent American subsidiary of Uvex, the world's leading manufacturer of ultraviolet-excluding eyewear, Uvex Sports, Inc., was founded to be able to grow quickly without adding overhead. To fulfill this difficult strategic objective, Uvex Sports worked with Blue Moon Industries, the award-winning provider of enterprise management systems, to implement a financial infrastructure based on software from Great Plains. The result? Ten years of rapid growth. Today Uvex Sports continues to work with Blue Moon, while its financial systems run on Microsoft Business Solutions—Great Plains.

SOLUTION OVERVIEW

COMPANY PROFILE

A subsidiary of Uvex, one of the world's leading suppliers of protective eyewear for more than 75 years, Uvex Sports, Inc., is the American wholesale distributor of ski goggles, ski helmets, sunglasses, and other UV-protective eyewear under the Uvex brand name.

SITUATION

Launched in 1993 as an independent entity, Uvex Sports was created to provide Uvex with an agile American subsidiary that would be able to grow and expand without adding overhead. Among the company's first tasks was to create administrative systems and a financial infrastructure to replace the management functions previously provided by the parent company.

BUSINESS SOLUTION

Working with Blue Moon Industries, Uvex Sports implemented a financial system based on Great Plains Accounting in 1995. In the eight years since, the two companies have worked together to update and expand the system as the company's business needs have changed. Today, Uvex Sports utilizes a Microsoft Business Solutions—Great Plains system that includes financial, distribution, and eCommerce modules.

BENEFITS

By building its financial infrastructure on Great Plains software, Uvex Sports has met its strategic objectives of high growth with minimal increase in overhead. Great Plains software has enabled Uvex Sports to expand its sales from \$1.2 million to \$5.2 million while only increasing headcount by two people.

Founded in 1926 in Fuerth, Germany, Uvex has been one of the world's leading suppliers of protective eyewear for more than 75 years. Known originally as Optische Fabrik Philipp M. Winter, the company achieved international prominence in the 1950s when it pioneered the manufacture of eyewear that offered protection against damage from ultraviolet (UV) rays, a critical consideration for skiers, pilots, mountain climbers, and others who spend time in bright sunlight at high altitudes. By the mid-1970s, the company was so closely identified with UV-excluding sunglasses that it changed its name to Uvex.

In 1993, Uvex underwent a major restructuring, establishing Uvex Sports, Inc., as its wholesale distributor of ski goggles, ski helmets, sunglasses, and other UV-protective eyewear under the Uvex name in the United States. Set up as an independent entity, Uvex Sports was asked to create its own administrative systems to replace the management functions previously provided by the parent company. The goal of the restructuring: to build an agile, efficient American subsidiary positioned to grow without adding overhead.

From the beginning, Uvex Sports executives understood that their success depended in part on implementing a financial technology infrastructure that offered the flexibility to add new functionality as Uvex Sports' business needs changed. After looking closely at offerings from a number of companies, including Computer Associates and Peachtree, Uvex opted for an accounting solution from Great Plains.

"We needed a system that we knew would grow with the company," says Uvex Sports

controller Bruce Campbell. "We liked Great Plains because it had the out-of-the box features that we needed to handle the level of sales we had back then. And we were confident that it would serve as a great platform moving forward as sales grew."

THE REAL METRIC: GROWTH

Choosing a technology partner was also a critical part of the selection process. According to Campbell, Uvex was focused on selecting a company that would serve as a long-term partner. Finding a company that came with a reputation for success and excellence was also important. After evaluating a number of technology providers, Uvex chose Blue Moon Industries, an award-winning enterprise management system provider and Microsoft Certified Business Solutions Partner based in Providence, Rhode Island.

"Blue Moon was a clear choice because their potential to grow mirrored ours and they were committed to the process for the long haul," says Campbell. "They also had superior knowledge of the product and the know-how to oversee a successful implementation. More important, Blue Moon and Uvex have a similar philosophy and approach, which center on the value of teamwork and the importance of looking ahead and adapting to change."

The initial deployment of the Great Plains system was completed in early 1995. All design, deployment, and project management work was handled by Blue Moon. In the intervening eight years, the two companies have worked in close collaboration to upgrade, expand, and refine the system as new versions



of Great Plains have been released and as Uvex Sports' business needs have changed.

The solution—and the partnership with Blue Moon—have delivered the full range of advantages that Uvex Sports anticipated when they made their initial set of decisions. Proof, says Campbell, lies in the numbers.

“The business benefits are best described by our incredible growth,” he explains. “The real metric is that we have grown from \$1.2 million in sales to \$5.2 million. During that time, we’ve had to increase our headcount by just two.”

THE FOUNDATION FOR RESPONDING TO CHANGE AND GENERATING MORE BUSINESS

The most recent example of the ongoing partnership between Blue Moon and Uvex Sports was the upgrade of Uvex's financial system to Microsoft Business Solutions—Great Plains, the newest version of the Great Plains product. The comprehensive system utilizes the financial, distribution, and eCommerce modules of Microsoft Business Solutions—Great Plains, along with fully integrated EDI (EDI for Great Plains) and warehouse management (RADIO BEACON for Great Plains). Together, this complete solution provides Uvex Sports with a broad range of features and functionality, including financials, analytics and reporting, project management, inventory and order processing, e-commerce, online business services, and more.

The new version of Great Plains has delivered wide-ranging benefits, including streamlined business processes, better access to information, and improved efficiency. According to Campbell, the increased efficiency and

improved flexibility provided by the Microsoft Business Solutions—Great Plains solution have had a direct positive impact on customers and the bottom line.

“One example of the many benefits to customers is the e-commerce capabilities that Microsoft Business Solutions—Great Plains provides,” says Campbell. “Although our Web site is largely a wholesale distribution channel, it also enables customers with no local dealer to order products online. This has helped us to increase our customer base while providing even better service to existing customers.”

The new version of Microsoft Business Solutions—Great Plains has also benefited dealers by enabling Uvex Sports to provide them with updated product information over the Web in real time. Customer service agents have also found that the ability to direct buyers to the Web site to view pictures and detailed information while discussing a product is a powerful sales tool.

Moving forward, Campbell expects that the combination of Blue Moon and Microsoft Business Solutions—Great Plains will continue to deliver capabilities and features that will enable Uvex Sports to maintain its consistently high levels of year-to-year growth.

“I believe we are at the threshold of a period of rapid expansion,” he says. “We’ve had a strong, mutually beneficial business relationship with Blue Moon for almost 10 years now, and we are confident that the Great Plains system they have created for us will continue to serve as the foundation for meeting our changing business needs, serving our customers better, and ultimately generating more business.”

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– Bruce Campbell
Controller
Uvex Sports, Inc.

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Founded in 1991, Blue Moon Industries is an award-winning provider of enterprise management systems. Blue Moon partners with the leading ERP Software Vendors to deliver world-class systems to the midmarket. Most importantly, Blue Moon offers a full range of services and systems to assist organizations in all aspects of ERP system selection, implementation, and support. Blue Moon is headquartered in Providence, Rhode Island and serves customers throughout the United States.

MICROSOFT SOFTWARE USED

Microsoft Business Solutions—
Great Plains
Microsoft SQL Server™

OTHER PRODUCTS USED

vSync: EDI for Great Plains
Radio Beacon Inc.: RADIO BEACON
for Great Plains
Accountable Software, Inc.: Forms Printer,
AnyView and AnyView Creator
EthoTech, Inc.: EthoSeries

ABOUT MICROSOFT BUSINESS SOLUTIONS

For more information about Microsoft Business Solutions, visit:
www.microsoft.com/businesssolutions



Uvex Sports receives Pinnacle Award for Excellence in Teamwork from Microsoft Great Plains.