TravisMathew Partners wIth Repspark Systems for Robust Feature Set and Ease of Use

FREMONT, CA—January 22, 2016 - RepSpark Systems is excited to announce the partnership with TravisMathwew, a premier golf lifestyle brand based in Southern California. Nathan Boroff, CFO and Project Manager at TravisMathew, stated, "We selected RepSpark because of its ease of use and wide range of features. We want this software to be utilized by all of our reps, and in order to get high adaptability the B2B system needed to be user friendly. We also want our reps to use this system for reporting and tracking of all their orders. No more excel, and hopefully no more paper catalogs!" The site will be going live this week to the sales team.

The RepSpark solution that will be in the hands of each sales representative via the iPad application and the core web portal will both streamline and enrich the selling process from line presentation and order entry to customer management and

reporting. With the Insignia module, the sales team will also be able to capture embroidery requests with all the associated nuances (pricing, placements, color options, etc.) at point of sale. Nathan Boroff continued, "Aside from the order entry and order management component of RepSpark, we are looking forward to the embroidery feature and the visual merchandising tools. Embroidery is an important aspect of our business and the current system functionality enables us to accurately and efficiently track embroidery needs on an order-by-order basis. It also allows us to capture the information needed at the time of order entry and will create efficiencies within our company.   Additionally, the visual merchandising tools and reporting will be a great resource and enable our sales team to generate sales collateral and track account information." Having the capabilities of presenting elaborate product images, Tour player photography and many other branding materials will simplify the selling process and from a marketing perspective be visually more consistent and impactful to the customer as well.

With the robust and streamlined ODBC connection to Innovative Systems' Full Circle ERP, RepSpark was able to have TravisMathew up and running in a couple weeks even with their unique workflows and business requirements. Boroff concluded, "From our initial meetings through our integration process RepSpark has been more than willing to work with our team to ensure our business needs are met and our desired results achieved."

"We are very excited to welcome TravisMathew into our family of forward thinking brands. Utilizing best practices from multiple integrations with Full Circle and expanding on our existing Insignia platform made this implementation particularly exciting for RepSpark Systems. We believe that Nathan and the TravisMathew team will bring a tremendous amount of innovative ideas for the future advancement of the platform," said Kate Shoemaker, Vice President Sales.

READ THE ARTICLE

About CIOReview

CIOReview constantly endeavors to identify "The Best" in a variety of areas important to tech business. Through nominations and consultations with industry leaders, its editors choose the best in different domains. Textile & Apparel Technology Special Edition is an annual listing of 20 Most Promising Textile & Apparel Technology Solution Providers 2016 in the U.S. For more information, visit the website at: http://www.cioreview.com

About RepSpark

RepSpark Systems provides a web-based sales force management/ B2B solution for the apparel/footwear/accessories industries. RepSpark Systems presents robust to-the-minute sales and inventory information, as well as sales history and order management through a multitude of easy to run reports. In addition, RepSpark provides sales managers with a territory planning module and management dashboard. RepSpark also has B2B functionality to allow retailers to place orders 24/7. For more information, visit: http://repspark.com

Update your email preferences to choose the types of emails you receive.

Unsubscribe from all future emails