

CASE STUDY

Hammitt's Winning Bet on Digital Wholesale



Contemporary handbag brand, Hammitt, made the timely transition to become a nearly 100% digital wholesale business at the start of 2020. The strategy intended to mitigate human error and the lack of real-time inventory access that added serious challenges to the already time-consuming process of manually entering orders after trade shows.

When March rolled around, the brand's decision proved to be essential in a locked-down, pandemic-affected world. "We made a decision at the beginning of the year – one that proved to be timely and necessary that we were going to fully embrace technology. It was kind of a now or never mentality, and along with that decision, we also decided to only work with buyers who fully embraced this move to digital," shared Ryan Kelly, Head of Sales at Hammitt.

Hammitt is a contemporary handbag and accessories brand based in Los Angeles. Founded on the principles of functionality and quality, the brand produces beautiful, modern designs with a lifetime guarantee and forever-free hardware repairs. Find out how Hammitt achieved great wholesale success switching to selling B2B exclusively online via NuORDER.

CHALLENGE #1

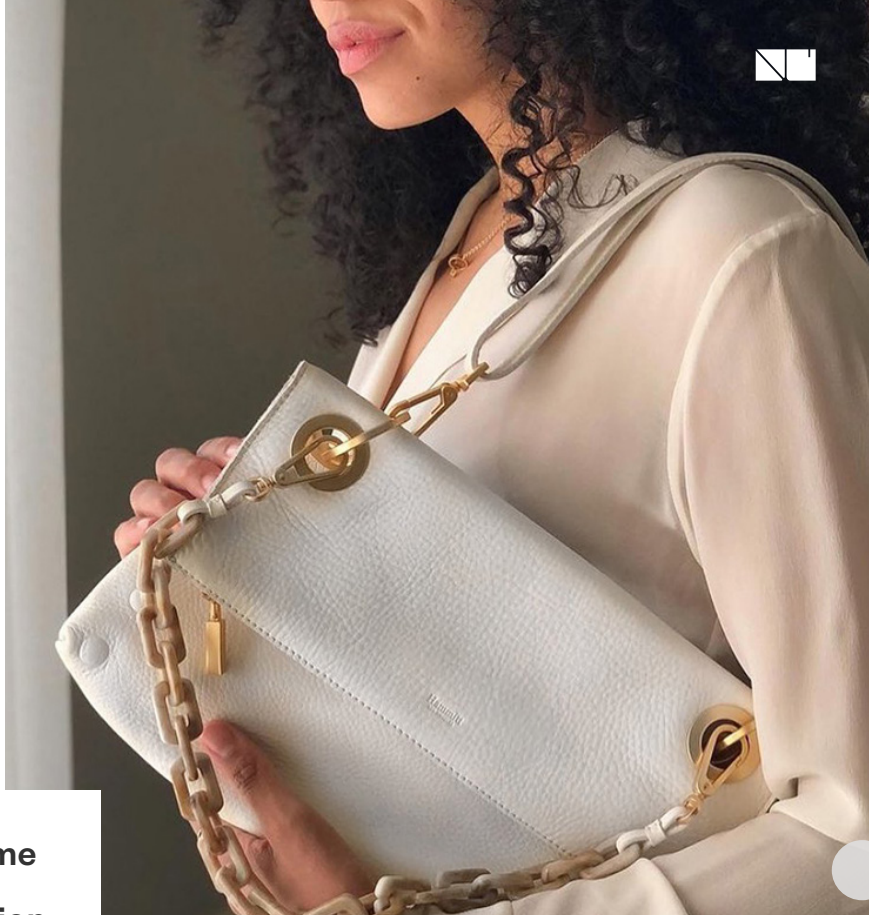
Overcome the Human Errors Associated with Manual Orders

The Solution: Use NuORDER for Real-Time Inventory Access, Human Error Elimination

Manual wholesale orders were always a tremendous hurdle for Hammitt, especially after trade shows which would mean days of entering hundreds of orders by hand. The manual process led to costly human errors including typos and incorrect information; on top of that the lack of real-time inventory insights led to complex mistakes. They decided

to save time, improve accuracy and streamline the process by onboarding NuORDER 5 years ago. NuORDER seamlessly integrates with over 100 ERP systems including NetSuite (used by Hammitt), SAP, Oracle and Microsoft Dynamics 365, and makes it easy to train and onboard sales reps and employees.

“We were taking and entering orders by hand into NetSuite. Keeping track of hundreds of orders, especially at a trade show, was just incredibly time-consuming. We were sold on NuORDER because of the fact that there was a free integration with NetSuite, that was a huge win over any other solution.”





CHALLENGE #2

Maintain Buyer Relationships from a Distance

The Solution: Host Intimate and Immersive Virtual Market Appointments

In what turned out to be a timely, and eventually necessary decision, Hammitt fully embraced technology at the start of the year. The strategy included only working with buyers who would do wholesale business online. “Zoom meetings and using the NuORDER tools allow us to maintain the same interaction and intimacy that we had when we were doing in-person appointments,” Kelly explained. They leveraged their NuORDER portal to feature consistent branding and messaging across their marketing assets; they even

created a movie studio in their brick-and-mortar showroom to produce powerful, immersive experiences online. Platform features like shoppable multimedia content, Virtual Showrooms, personalized linesheets and assortments, and a stress-free ordering system allowed Hammitt to mimic the benefits of in-person appointments with buyers. 60% of Hammitt’s wholesale clients are major retailers and 40% are specialty stores; they trained and onboarded their sales team, marketing team and sales reps on NuORDER with ease.



“We do nearly 40 different Zoom market appointments a week that all go incredibly well. NuORDER is a perfect solution for whatever level of experience our buyers have with a B2B solution. And most of our buyers have only positive things to say about using NuORDER.”



The Results

Hammitt had the foresight to make the bold switch to nearly 100% digital wholesale sales, and nearly all of their buyers agreed, finding NuORDER to be both easy to use and efficient. They leveraged the power of collaborative commerce to not only overcome the challenges of 2020, but to grow sales and strengthen valuable wholesale relationships in an otherwise difficult retail environment. They've since added 40 rep licenses and all reps across the country use NuORDER exclusively to place orders and show images while on the road or at a trade show.

“NuORDER has propelled Hammitt forward in growing its business before 2020 and especially this year. It’s allowed us to not just maintain our relationships digitally but to create many new ones that are driving our growth.”

– Tony Drockton, Chief Cheerleader, Hammitt



[Request a demo](#) to learn how NuORDER can help you grow sales and strengthen relationships with buyers.

NuORDER is the leading wholesale eCommerce platform, assisting brands and retailers to grow and succeed together. Our B2B platform improves the buying experience, enhancing the process with realtime inventory updates, valuable data and insights, tools for marketing, merchandising, sales and more.

