

**Pine Apparel Refashions  
Distribution With  
SAP Business One, FocusPoint,  
and Produmex Scan**





## About

Headquartered in Seven Lakes, North Carolina, [Pine Apparel](#) has served the women's wear industry since 1985.

**The fashion wholesaler sells quality, stylish, in-season pieces to boutiques and small chains throughout the United States.** These buyers can purchase Pine Apparel's clothing through the wholesaler's online store, at specialized apparel trade shows, and directly from the distribution center.

Pine Apparel prides itself on its competitive prices, fast delivery, and meaningful one-on-one relationships.





## Out-of-Season Software

When Chris Mosier joined Pine Apparel as operations manager in 2020, the company's technology stack included **Xero for accounting, Cin7 for warehouse management, and Shopify for eCommerce.**

Each solution had limitations.

*"I wanted to move away from Xero from the day I started here," Chris says. "I did all the financial bookkeeping at that time, and we were very limited on reporting."*

Pine Apparel used Shopify strictly as an eCommerce platform; sales reps didn't have access to it or sell through it. Sales were done through Cin7—but reps had only back-end, limited access. Pulling a customer report from the system was a tedious, time-consuming process.



Chris cites unreliable inventory numbers as a significant pain point.

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*“Cin7 had glitches,” she explains. “An order would come in, and we would sell one product. It would show on the sales order that we sold it, but it didn’t actually come out of inventory when we closed the order out.”*

Complicating matters, a data disconnect resulted in manual work.

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*“We were able to push sales orders over to Xero, but inventory wasn’t integrated,” Chris says. “So at the end of each month, I was performing a journal entry to get our inventory and cost of goods correct.”*

Feeling confident & beautiful  
never goes out of style.



## Modern Technology Staples

Pine Apparel needed a powerful enterprise resource planning (ERP) solution to transform wholesale distribution operations. The company evaluated major players and apparel-specific software.

*"I demoed seven different solutions," Chris says.  
"One company said, 'Are you looking at SAP?'"*

**Pine Apparel chose SAP Business One after meeting with Vision33, an award-winning SAP Business One partner who has lived and breathed the solution for over 20 years.**

SAP Business One is a robust, flexible ERP solution for small and midsize businesses. It provides a single, transparent view of warehouse and distribution operations so businesses can deliver goods on time, optimize inventory, and boost customer satisfaction.

There are two critical components to a successful ERP implementation. **One is the software itself, and the second—and more important—is a trusted technology partner.**







*A couple of other systems would have worked fine for us," Chris notes. "But our Vision33 sales rep was pretty awesome. He understood our concerns, our business model, and what we were trying to achieve. And after demoing with all those other companies, our warehouse manager and I got a really good feeling about Vision33's professionalism and customer service. There was trust built during that time."*

**Pine Apparel chose FocusPoint to revamp its eCommerce and sales processes.**

FocusPoint is the only eCommerce solution built exclusively for SAP Business One. The scalable, secure, and reliable platform helps users engage with their customers and business partners and drive profitable growth.







FocusPoint's multi-sales rep option was a plus for Pine Apparel.

*"In SAP Business One, we assign the primary sales rep. FocusPoint did a plug-in that allows us to have a primary and secondary rep. So now two reps can sell to the same customer without having to create a duplicate customer."*

**Produmex Scan rounds out Pine Apparel's revitalized technology stack.**

Produmex Scan is a robust scanning solution for SAP Business One that seamlessly automates warehouse and inventory transactions.



## Simplicity Is Always in Fashion

Thanks to the right technology, **Pine Apparel** has **optimized processes, simplified operations, and provides even better service for its customers.**

Chris details another major benefit:

*“Reporting, reporting, reporting,” she concludes. “It’s awesome. We don’t have to run three different Excel reports and combine them. It’s a click of a button. Now, with our reporting and reliable inventory information, we don’t have issues anymore. That’s made all of our lives way better.”*







Vision33 transforms business processes and results for customers by delivering value through the promise of technology and its benefits for growing businesses. For over 30 years, Vision33 has helped companies integrate and automate their business processes and applications to better serve their customers, employees, and stakeholders. The technologies may have changed drastically in 30 years, but Vision33's mission has never wavered.

With over 1,000 customers worldwide, Vision33 helps manufacturers, distributors, service firms, and SaaS businesses outperform their competition and lead their industries with successful technology investments.

With nearly 500 employees, Vision33 offers product expertise, business experience, and innovative technology leadership. Whether a global company with 100 subsidiaries or a small business, Vision33 works alongside every customer to meet their goals.

Vision33 also has formal partnerships to resell, implement, and support leading ERP applications, is a leader in cloud deployment, and has developed exclusive products, including Saltbox and iDocuments.

*For more information about Vision33,  
visit [vision33.com](https://www.vision33.com)*

**Contact your nearest Vision33 sales office to discuss how we can help transform your business.**

**United States**

7545 Irvine Center Drive,  
Suite 200  
Irvine, California 92618  
Tel: +1 949 420 3300  
[contact@vision33.com](mailto:contact@vision33.com)  
[www.vision33.com](https://www.vision33.com)

**Canada**

210 Water Street, Suite #400  
St. John's, NL A1C 1A9  
Tel: +1 709 722 7213  
[contact@vision33.com](mailto:contact@vision33.com)  
[www.vision33.com](https://www.vision33.com)

**Europe**

1 Heathgate Place,  
Agincourt Road  
London, NW3 2NU  
Tel: +44 (0) 20 7284 8400  
[contact@vision33.co.uk](mailto:contact@vision33.co.uk)  
[www.vision33.co.uk](https://www.vision33.co.uk)

