



Feature kicks legacy system and finds best fit, Deposco, to scale footwear and apparel business

Customer Success Story



Overview

Feature is a sneaker and clothing boutique out of Las Vegas that offers the latest products from iconic brands and is often sought out by celebrities. The company had been on five different inventory systems, none of them capable of scalability. Slow (or no connection) inventory syncing, inaccurate counts and financial records and disparate systems were all gaps the team was looking to close.

Support for their most recent inventory system was located in a different country, and timezone differences frequently resulted in delayed responses to crashes and errors. All of these delays and inaccurate data were causing overselling and high chargebacks. The co-founders of Feature soon realized they had to stop thinking small and start thinking big.



78.3%
Increase in # of SKUs and growing



125%
Increase in order accuracy



52%
Increase in daily shipments

FEATURE



Solution

After seeking consultation from trusted partner, UPS, Deposco was recommended as the solution of choice for Feature to scale their supply chain. With a tight timeline of only a month to complete the project, Deposco was successfully and seamlessly implemented the same day as Feature's old system shut down by way of a remote go-live, due to COVID-19 restrictions.

Deposco was able to enable specific product syncing without running sync for all SKUs. With over 98,000 SKUs, it was a huge relief that Deposco was able to create a way to sync one specific product.

The biggest benefit the Feature team has seen with Deposco is the ability to set goals outside of fixing problems. They are currently working on allocating inventory through Deposco's segmentation feature so they can run pre-sales in advance and allocate to stores instead of to the website. One of Feature's top goals is to become first to market with products by listing and selling products within 24-48 hours.



“When you are in the beginning phase, you don't know what you don't know. And once you get into it, you realize that Deposco can do almost anything. Once you realize that, the whole world opens up to what is possible.”

EJ Luera
Co-Founder
Feature

Get In Touch

Speak to a Supply Chain Expert Today!

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