



## Customer Profile

# Infor e-commerce allows Red Wing to keep pace with its customers.



## Facts at a glance

Solution: ERP

Products: Infor™ e-commerce

Industry: Fashion/Sportswear & Sporting Goods

Country: USA

"Our customers can serve their customers more effectively because they know what's in stock and can relay this information immediately."

—Joe Topinka, CIO,  
Red Wing Shoe Company

## About the company

For more than 100 years, Minnesota-based Red Wing Shoe Company has been crafting work footwear for specific jobs. Modern craftsmen trust Red Wing to deliver premium quality work boots and shoes with the features, fit, and service required for their demanding jobs. Today, Red Wing builds more than 1.2 million pairs of shoes annually at 3 U.S. factories. Its footwear is sold to distributors and retail stores worldwide. For more information, visit [www.redwingshoes.com](http://www.redwingshoes.com).

## Challenges

- Eliminate phone and fax orders.
- Bridge its sales processes to customers' procurement processes.
- Bring more visibility to customers.
- Offer a better customer experience.

## Benefits

- Required very little end-user training and little startup time.
- Allowed customers 24/7 access, including the ability to track product characteristics throughout the ordering process, see what is in stock, and to track their orders.
- Experienced a double-digit reduction in call volume to its call center, saving time and resources.
- Handled thousands of branded accounts and dealers placing orders and checking inventories.
- Decreased ordering time significantly and received tremendous positive feedback from its customers.
- Experienced greater profitability and sales.

"Infor e-commerce has helped us take a quantum leap forward in the marketplace."

—Joe Topinka, CIO,  
Red Wing Shoe Company

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