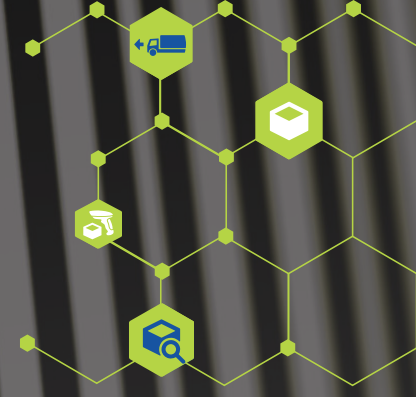


# SPORTING GOODS MANUFACTURING – COMPLIANCE LABELING WITH SAP INTEGRATION



## CASE STUDY

### ABOUT THE COMPANY

Sporting goods equipment manufacturer keeps moving with barcode labels that integrate with SAP and support online operations.

A global leader in sporting goods equipment markets many products under various brand names. Products are distributed by sales representatives and independent distributors throughout the world with a focus on building the company's leadership position and market share. The company consulted with Peak Technologies for a barcode printing solution that fully integrates with SAP to keep products moving worldwide.

### BUSINESS CHALLENGE

The company had an existing BarTender labeling platform with SAP integration that serviced one of its sporting equipment divisions. During that implementation, issues occurred that impacted the business. The company needed a reliable and experienced consultant who could support the implementation of a BarTender-based printing solution that integrated with SAP – and also support another one of its divisions that needed printed UCC shipping labels.

### THE SOLUTION

Peak, as a Certified Enterprise Partner with Seagull Scientific, designed and tested labels for up to 11 customers with compliance specification requirements and mapping to data files fed by SAP. Additional configuration of the SAP Commander – a file commander used directly

**INDUSTRY:**

Manufacturing – Sporting Goods Equipment

**BUSINESS CHALLENGE:**

Provide a Reliable, Enterprise-Level Labeling Solution

**LOCATION:**

Northeastern United States

**ERP SYSTEM:**

SAP

**FEATURED PRODUCTS:**

- BarTender Enterprise Automation Edition
- Seagull Scientific print drivers

**FEATURED PEAK SERVICES:**

- Custom label formatting and design
- SAP integration and support
- Project management
- Go-live support

within the SAP system - was also required for adding a new division and making it transparent to the existing implementation. Finally, Peak provided configuration, testing, and go-live support (both remote and onsite) to help bring the sports division online.

- Tested solution that works in real-world application
- Expedited solution with no integration issues
- Supporting new business division by making it transparent to existing users

## THE RESULT

The company can continue to leverage its experience and licensing with BarTender labeling software, which is being used elsewhere in the business to gain consistent and accurate label printing across multiple brands and models of printers. The existing integration techniques were re-used, reducing integration costs for adding the new division's support from SAP. The company also realized the benefit of having a reliable and experienced consultant. Other benefits include:



*The existing integration techniques were re-used, reducing integration costs for adding the new division's support from SAP.*

