



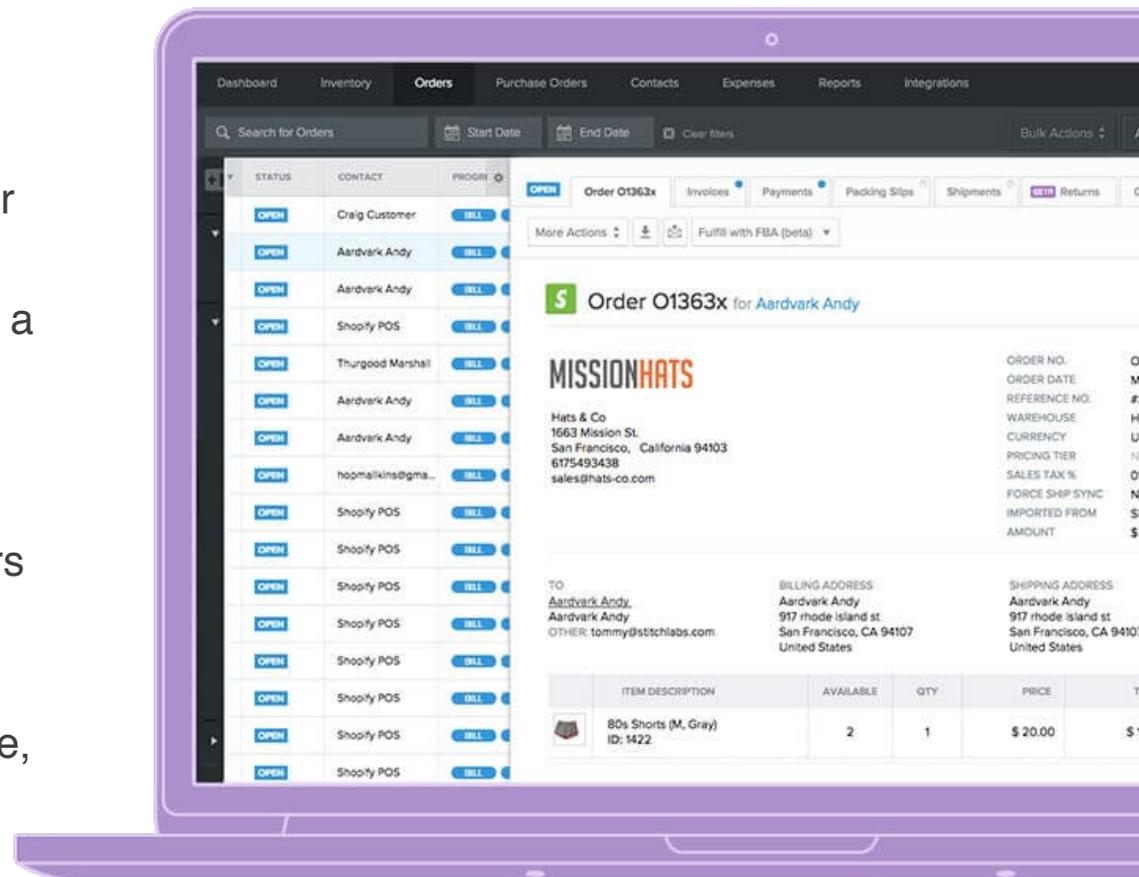
Stitch Labs Tracks Sales Data in the Cloud with Klipfolio

**Inventory Solution Provider Uses Klipfolio to
Simplify its Sales Operations**



Company Background:

Stitch Labs, a San Francisco company, provides online inventory control solutions for small businesses allowing them to simplify their multichannel retail businesses. Stitch is a Software-as-a-Service (SaaS) offering available on a subscription basis. It automatically synchronizes inventory, orders and sales across channels, providing retailers with operational efficiencies and a holistic understanding of their businesses. Retailers find that with Stitch they are able to save time, make better decisions, and grow faster.



Business Challenge:

Stitch uses CRM industry leader Salesforce to track and store sales data. The metric Stitch focused on most of all is the size of its overall customer base. They also track new customers on a month-to-month basis and how customers move from one stage of the sales funnel to the next.

But as the number of Stitch customers grew, it created a new problem for the company. When the company had only a few employees, it was easy to stay on top of key sales data. But as the company grew to over forty employees it became harder and harder to keep everyone on the same page as to how the company was doing.

“When we were managing data as a small team, providing context was much easier. But as we grew, communication became a real challenge for us,” said Bridge Mellichamp, Stitch’s Director of Data Science and Special Projects. “As a result, within our core goal of customer growth, we had multiple people pursuing different goals. It was important for

us to have a clear picture of our goals and metrics so we could communicate with everyone across the organization as to how our business was performing.”

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Bridge Mellichamp, Director of Data Science and Special Projects

Klipfolio Solution:

Stitch did a lot of shopping around to get to Klipfolio. They started the process of looking into dashboards in the fall of 2014 and ultimately became a customer in January 2015. The key factors in Stitch’s speedy adoption of Klipfolio were ease-of-implementation and cost-of-customization. Klipfolio allowed Stitch to use the data it already had, in the form it already had it in, to produce sales dashboards that focused on high-level company-wide OKRs (Objectives and Key Results).

Stitch also found it could get a lot of Klipfolio customization for a low price compared to other options. Klipfolio's on-line resources and webinars were very useful, and when Mellichamp had a question she could get to a live person for support. "Klipfolio's free trial was important to us in making our decision. It allowed us to test drive the technology to make sure it would serve our purposes," she said.

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Klipfolio also allows the whole Stitch organization to see sales data. This gets everyone on the same page.

Klipfolio Results:

"We can now track our sales data in real time. Klipfolio allows us to review information in an instant and saves us a tremendous amount of time. We're no longer wasting time, pulling together this information in static reports. This not only saves us money, but gives us information we can act on immediately," says Mellichamp.

The time Stitch has saved translates into dollar savings and the ability to use information while it is still fresh. The team can react to the information immediately. The company has a new sense of shared purpose and a sense of where they are and where they need to be. They can more quickly identify what needs to be changed and respond accordingly.

"Klipfolio lets the whole company know where we are and shows us how to achieve our goals."