

# Resolving Shipping, Inventory, and Order Management Challenges

## BAMBI BABY

Bambi Baby is a family-owned business founded in 1976. To expand its business beyond its brick-and-mortar stores, Bambi Baby began selling online in the early 2000s. Before Descartes Sellercloud™, they relied on ERP software to manage inventory and orders but encountered multiple issues.

“When we started with Sellercloud, we had one brick-and-mortar store. Maybe two. We just opened our fifth in Miami. The grand opening was two weeks ago. So, our businesses experienced tremendous, tremendous growth since we have been working with Sellercloud. Now, Sellercloud is part of the Descartes family, we’re really looking forward to see where the next level is.”

**Josh Weiss**  
IT Director  
Bambi Baby

### Company Profile

Bambi Baby

### Descartes Solutions

Descartes Sellercloud™

### About the Client

Bambi Baby specializes in mid- to high-end baby retail, including infant car seats, strollers, and nursery furniture such as cribs and dressers. Its exponential growth is owed to its philosophy of educating customers on the right products for their lifestyle and not pushing them to the most expensive (and potentially unsuitable) products.

For more information, please visit [www.bambibaby.com](http://www.bambibaby.com).

## Quick Overview

### Challenge

Insufficient Solution for Shipping, Inventory, Order Management

### Solution

A Single Solution to Power All Ecommerce Operations

### Results

- Online and Offline Growth
- Practical Ecommerce Automation
- A Solution Customizable to Their Needs
- An Ever-improving Ecommerce Solution

Bambi Baby used ERP software to manage inventory and orders but still faced problems. “There was a ton of bottlenecks that we were experiencing. Shipping was not fluid. Inventory [and] communicating with the website was always a problem,” said Weiss.

Furthermore, Bambi Baby still had many manual processes, which were time-consuming and error-prone. They also had nothing to tell them when a product was close to being out of stock. Bambi Baby began searching for a software solution that could improve processes within their company, specifically order management and inventory purchasing.

The biggest difference Sellercloud has made for Bambi Baby is that orders are automatically sent to where they need to be and don't need to involve many staff members. “An order comes in and it gets populated right into our shipping station. So no longer do you have to have hands on every order,” said Weiss.

Instead, picklists are automatically generated and ready for warehouse workers to pick. “I have my warehouse workers come in in the morning, and they have a list of orders they need to pick, pack and ship. It's saved office hours,” said Weiss. Non-warehouse staff don't need to be involved and can work on other tasks, improving efficiency and allowing them to work on tasks related to company growth.

Weiss also regularly uses Descartes Sellercloud's robust reporting features to make business decisions. Not only does it help Bambi Baby order more efficiently, but it also notifies them when products are close to selling out – something they couldn't previously track.

Another feature Bambi Baby regularly uses is ‘saved searches,’ which allows users to save specific search criteria, so they don't need to input the same parameters each time, making it easier to find things they regularly need.

Weiss tells us they use saved searches daily to pull certain order types. For example, orders that could be fraudulent, include discontinued products, or need to be expedited. “100% saved searches help us save time,” says Weiss. Being able to save certain search criteria prevents Bambi Baby from manually creating these searches every time.

## Results:



### Online and Offline Growth

Descartes Sellercloud was pivotal in enabling Bambi Baby to grow online and offline. Today, they have stores in New York and New Jersey and recently opened a fifth in Miami, Florida.



### Practical Ecommerce Automation

Automation made tasks more manageable and removed the need for unnecessary people to be involved in processes. It also enabled their business to thrive in the fast-paced ecommerce industry.



### A Customizable Solution

Weiss recommends that businesses considering Descartes Sellercloud have a good understanding of what they want to achieve because the solution can be customized around solving your challenges.



### An Ever-Improving Solution

As an ever-improving, actively developed product that constantly introduces new features, Bambi Baby believes that Descartes Sellercloud will continue to help them grow and achieve their vision.