Crocs Case Study

> *"A short time before we purchased Spreadsheet Server and Distribution Manager, my assistant came to me and said 'We must buy this product, or we're going to be back in the dark ages."*

USER QUICK FACTS

Member of Fortune 1000

NASDAQ: CROX

Customer since: 2008

User Deployment: 51

ERP System: JD Edwards®

Global Products:
- Spreadsheet Server
- Distribution Manager

> *"One of the best features of Spreadsheet Server for use with JD Edwards is that we no longer need to recreate reports, like budget to actual or departmental expense reports. We build it once, and we're done! We really appreciate Spreadsheet Server and Distribution Manager- we're utilizing them in a lot of different areas."*
>
> **Jim Hedberg**
> **Controller**
> **Crocs, Inc.**
> **Niwot, CO USA**

Introduction

Crocs, Inc. is a designer, manufacturer and retailer of footwear for men, women and children under the Crocs™ brand. Crocs™ shoes are sold in more than 125 countries and come in a wide array of colors and styles. Crocs uses JD Edwards® enterprise resource planning software for many of their business applications needs. Using the data within JDE for financial reporting is an integral part of their business due to the requirement to produce budget to actual comparisons, reconciliations, returns reserve calculations, departmental reports and consolidations. Crocs relied on manual intervention and "data dumping" to secure and analyze information they needed before recognizing the extensive capabilities and power of Spreadsheet Server and Distribution Manager.

Situation & Strategy

Crocs™ brand shoes feature Crocs' proprietary closed-cell resin, Croslite™, which represents a substantial innovation in footwear. The Croslite™ material enables Crocs to produce soft, comfortable, lightweight, superior-gripping, non-marking and odor-resistant shoes. These unique elements make Crocs™ footwear ideal for casual wear, as well as for professional and recreational uses such as boating, hiking, hospitality and gardening. The versatile use of the material has enabled Crocs to successfully market its products to a broad range of consumers.

Due to the international nature and requirements of their business, Crocs recognized that they needed to automate their financial reporting and analysis in order to access 'live and dynamic' data and improve efficiency throughout the enterprise. They had distinct requirements, such as performing returns reserve calculations, channel reports to compare wholesale, retail and internet-based business, budget versus forecast and cash flow analysis, with more flexibility than their previous processes would allow.

In addition, detailed reconciliations were needed, to compare two sets of related records from different sources to analyze any differences, and make corrections. For this function it was essential that Crocs was able to make last minute adjustments. Before Spreadsheet Server and Distribution Manager, this would require them to re-run an entire report. Now the task is as intuitive as opening the spreadsheet and hitting refresh.

Results

Crocs credits Spreadsheet Server and Distribution Manager for taking them out of the "dark ages of financial reporting." These spreadsheet automation products have dramatically changed the way they do business, saving everyone in their organization a significant amount of time and frustration. Currently, Crocs has shifted their resources from more manual processes to a spreadsheet automation capability that allows them to spend more time analyzing financial data and overall business strategy and less time on redundant building and rebuilding of reports.

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Spreadsheet Automation Tools Utilized by Crocs

SPREADSHEET SERVER

DM DISTRIBUTION MANAGER

Spreadsheet Server is a Microsoft® Excel add-in that allows users to access 'live' data within Excel, while maintaining the ability to drill down to supporting details. Leverage the familiarity of Microsoft Excel as a reporting and analysis tool while providing up-to-the-minute dynamic data. Users of Spreadsheet Server can simply open a spreadsheet and watch the balances of their spreadsheet populate with dynamic financial balances. The unique drill down capability takes the tool to a new level of detail by allowing individual transactions to be monitored.

Distribution Manager automates the delivery of key business information to your critical users. Eliminate unnecessary printing, copying and e-mail attachments. Empower your users with a tool that delivers this business-critical information in an easy efficient manner. Benefits include automated, full delivery of reports and files through e-mail, printing, and archiving, unlimited file attachments of all types, ability to define key variables available to all spreadsheets, ability to provide custom parameters to spreadsheets prior to re-calculating, and much more.

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