



Myers-Holum and Orva

Amazon's Top Footwear Reseller Uses NetSuite to Grow Revenues and Bring in New Business



Orva, a third-generation family-owned company headquartered in New York City, is Amazon's No. 1 third-party footwear reseller. Founded in 1948, the company started out with brick-and-mortar stores before switching fully to ecommerce in 2010.

An early Fulfillment by Amazon (FBA) user, Orva sells about 95% of its products through the e-tailing giant's platform. Most sales are footwear, but it also offers apparel, accessories, and home goods.

Orva currently represents more than 150 name-brand partners, like Under Armour and Adidas, on the Amazon platform.

Grow Revenues and Bring in More Business

Orva purchases new merchandise directly from its brand partners. It then owns that inventory, stocks it, and uses it to fulfill orders. This business model requires a robust purchasing management system. About two years ago, after receiving a round of private equity funding, the company began exploring ways to grow its revenues and bring in more business.

“We work with our partners to create exclusive products and to also represent their full lines. Our job is to make sure that we have merchandise in place for Amazon's customers to buy.”

Lee Cappiello, Director of IT, Orva

Up until that point, Orva was using two separate on-premises software solutions for merchandising and finance. That made establishing one version of the truth difficult, according to Lee Cappiello, director of IT at Orva. Its existing ERP was limited in that it did not allow Orva to integrate easily with its marketplace partners, vendors, or third-party logistics (3PLs) partners that it sells merchandise to. The retailer needed something more modern and cloud-based.

Orva was looking for a technology leader that would allow it to integrate with all its business partners. It was also unsustainable to have a team of people that spent all day just creating shipments to Amazon.

“If we wanted to continue to grow at a fast pace, we had to find a solution that integrated with all our partners with real-time information,” said Cappiello. “This was the impetus behind looking for a new ERP and our reasons for selecting NetSuite. We also knew automation would help us find more productive roles for those employees.”

A Best-in-Class Solution

When Cappiello joined Orva in mid-2021, he assumed a newly created IT position and began looking for an Enterprise Resource Planning (ERP) platform that would help the company overcome its current challenges and set itself up for future success. A best-in-class solution that featured real-time integrations was at the top of Cappiello’s “must have” list.

“Our existing systems were adequate, but they really didn’t have good integrations with our platform on Amazon,” he said. “There was a lot of uploading and downloading files and spreadsheets. We were using a lot of email and a growing number of spreadsheets. Our goal was to be able to leverage all the integration opportunities that we could with a new ERP.”

After evaluating several different ERPs, Orva selected NetSuite and began working with NetSuite Alliance Partner Myers-Holum, Inc. Cappiello said Orva selected NetSuite because it’s cloud-based and accessible from anywhere, offered the integrations that Orva was seeking, and has the backing of ERP market leader Oracle.

“We wanted an ERP vendor that would have an ecosystem of functionality that surrounds the main core product,” said Cappiello, who says Myers-Holum is pivotal to the success of Orva’s new ERP implementation. “We had a good feeling about Myers-Holum and its capabilities. We view this project not just as technology project, but as a change management, organizational transformation project, because the project is doing great things for our business. It’s not just about the technology, it’s about how we can put this in place so that we can grow for the future. So, we really saw more from Myers-Holum than we did from any of the other partners.”

Consolidating Its Systems

Orva replaced its existing financial and merchandising systems with NetSuite, which serves as the company’s core platform for purchasing, inventory, sales, and financial management.

“NetSuite is at the core of everything we do.” Lee Cappiello, Director of IT, Orva

Myers-Holum also provided vendor coordination as the lead system integrator in overseeing the Electronic Data Interchange (EDI) integrations with Orva’s more than 150 vendor partners. As a result, Orva can now electronically send vendor Purchase Orders (POs) and receive Advance Shipment Notices (ASNs) and invoices.

“In the past, those were very manual, email-based processes,” said Cappiello. “NetSuite has freed up time for our staff while also enhancing our accuracy levels.”

With seven third-party warehouses located throughout the United States, Orva is also using EDI to transfer, ship, and receive orders. In the past, those processes were all file- and spreadsheet-based. Sending emails back and forth and trying to understand inventory positions required a tremendous manual effort that Orva has since been able to reallocate to more important projects.

For its Amazon integration, Orva automated all its ecommerce connections with the Amazon FBA seller platform. The integrations include Orva's shipments to Amazon plus the reseller's sales and inventory adjustments.

"With NetSuite, we know what our sales are immediately, whereas in the past there were a lot of delays in our reporting," Cappiello said. "Now, we always have a real-time picture of how sales are doing and how inventory is flowing."

The Driving Force

Throughout the ERP implementation process, Myers-Holum has helped Orva adjust to its new system and optimize NetSuite for its operations. Cappiello said he really likes that Myers-Holum is also headquartered in New York and that its team of consultants had deep experience in the retail sector.

"That was important to us," he said.

Since the start of their relationship, Myers-Holum has served as a true partner for Orva.

"Myers-Holum has been really our IT team in terms of getting this project completed," said Cappiello, who is looking forward to getting even more out of his company's ERP investment and to begin leveraging the platform's business intelligence, data warehouse and planning, and allocation capabilities.

"There are a number of third-party vendors that offer SuiteApps that we're already talking to," said Cappiello. "There are a lot of exciting things we can do in the future. That was part of the driving force of retiring our older systems and moving to NetSuite."



Company Snapshot

Company: Orva

Location: New York, N.Y.

Industry: Footwear and Apparel



Partner name: Myers-Holum, Inc.

Location: New York, N.Y.

