



SUCCESS STORY: GIDDY

The Client:

Giddy is the sexual health and wellness company behind the wearable, FDA registered Class II medical device called "Eddie," designed to improve male performance. Giddy designs, markets, and distributes some of the world's most innovative and thought-leading products about sexual health, using various sales channels.

The Challenge:

Shortly after start-up, Giddy was faced with fulfilling growing order volumes from multiple business-to-consumer ecommerce sites, as well as orders placed by healthcare providers and regional medical practices to the U.S. Veteran's Administration. Giddy's newly hired CTO was faced with an immediate problem. They had no system to receive ecommerce orders, manage sales and order fulfillment, and maintain inventory accuracy for a rapidly growing start-up enterprise. To minimize disruption, maintain growth, and prepare for the future they needed an integrated solution yesterday.

The Solution:

WIN Digital Solutions collaborated with Giddy and EDI2XML to deploy Ascent ERP, a Force.com native inventory and order fulfillment application. Using the Salesforce and Ascent APIs, customer orders were autogenerated, packed, shipped, and invoiced from the initial orders via BigCommerce, Amazon, and EDI channels through order processing in the warehouse via AscentERP to final shipment and tracking through ShipStation.

The WIN:

As a collaborative effort, a fully integrated end-to-end ecommerce to shipping application was deployed in 45 days. Automation made much of the implementation seamless to the Giddy fulfillment team.

"The team at WIN rolled up their sleeves and got to work and were flexible with changes and a rapid timeline."

Roman Bulkiewicz, CISSP

CTO

Austin, TX