The Config Team™
SAP Supply Chain Specialists

Rather OUTDOORS

SAP Support Case Study

Access to the full range of The Config Team's SAP expertise through flexible managed services and business as usual support.

"Working with The Config Team has allowed us to move faster and reach a level of maturity that we never would have reached if we were trying to build an internal SAP team from the ground up." *Jason Howard, CIO at Rather Outdoors.*

About Rather Outdoors

Rather Outdoors was created with a mission to become the largest fishing and tackle company in the world. Now boasting a multitude of prestigious outdoor brands as part of its family, Rather Outdoors sells its goods all over North America, Europe, and some of Asia Pacific, through a combination of physical stores, wholesalers, independent dealers, and direct-to-consumer online. It operates two North American combined distribution centres with warehouses in Tulsa, Oklahoma, and Springfield, Missouri, as well as two European DCs in Belgium and Germany, and has operations in Costa Rica and India.

Project Background

Building its portfolio of outdoor brands, Rather Outdoors had purchased a company that was operating SAP. Inheriting the system, but not the team to operate it, Rather Outdoors was looking for a partner to help navigate it through a 12-month transition period.

The Config Team was asked to support, having previously worked with several key members of the Rather Outdoors team at another business, they were aware of its SAP expertise and collaborative ways of working.

The Config Team successfully led this transition period, providing not just technical expertise, but also bringing a great level of stability and security to the business and its processes globally and earning the trust of the internal team.

Benefits

Accelerated business growth

Access to SAP expertise

Flexible support package

True partnership

Support Services

Rather Outdoors benefits from full SAP managed service and BAU support with The Config Team, covering all its SAP EWM processes, ECC, IBP, and roles and security.

Operated on a helpdesk-based system, Rather Outdoors can raise tickets for incidents, service requests, problems, and change requests. The Config Team categorises ticket priority according to impact and urgency, with its expert team resolving them accordingly.

Going beyond the helpdesk, support with The Config Team means quick and easy access to every level of support, including its full talent pool of experienced SAP module experts who can be called upon whenever they are required. A dedicated service delivery manager ensures that The Config Team's services continually match Rather Outdoors' requirements.

Commenting on the accessibility of the team, Rather Outdoors' CIO, Jason Howard, states: "With other service providers you're normally just working with a helpdesk and ticket systems. With The Config Team, we seem to have access to humans almost at will, and messages and emails are always responded to very quickly."

Going above and beyond in terms of transparency and visibility, every level of the Rather Outdoors business benefits from regular updates and meetings. The Rather Outdoors team also has access to a real-time online dashboard, with The Config Team sending regular usage reports and metrics on top of this. Jason added, "The Config Team provides so much transparency and visibility on our support usage, it truly is like an extension of our own team, and a true partnership."

While The Config Team is UK-based and Rather Outdoors predominantly operates in North America, this has only proved to be a benefit. The Config Team works to US hours, with resources also covering European hours, ensuring maximum global coverage round the clock for Rather Outdoors' operations, including its India and Costa Rica offices.

With many SAP support providers in the market, it is often the case that there is little room for agility or adaptation in contracts. However, working with The Config Team has meant

that Rather Outdoors benefits from services tailored to its individual needs. With a collaborative and flexible approach to support, The Config Team was able to work closely with Rather Outdoors to help it come up with a support structure that worked best for its existing processes and was adaptable according to its planned growth over time.

Initially intending to gradually build an internal SAP team, after working with The Config Team, and knowing what support services it offered, Rather Outdoors decided it would be more beneficial to opt for 100% managed services. Hiring SAP talent in the current market is difficult, even more so in 2020 and 2021 at the height of the Coronavirus pandemic, with no guarantee that new hires would be a good cultural fit for the business. Speaking about The Config Team's contribution in this area, Jason said, "The Config Team has helped us leapfrog at least a couple of years in terms of putting a team together and getting them to gel."

The quality of service that The Config Team delivers has also played a factor, with Jason saying, "Many of the large SAP providers out there don't necessarily offer as good of a service if you're not the largest company in their portfolio. Even though it has larger customers than us, our experience with The Config Team has always been a quality of service that we would have expected to only get if we were its biggest client."

Working with The Config Team has not only helped Rather Outdoors develop as a business, but also helped Jason in his role as CIO. Speaking about the support he has personally received, Jason comments "The period of transition to SAP has been one of the biggest challenges of my career. Bringing in The Config Team has helped massively, with its project manager essentially acting as my director of SAP. Going above and beyond just SAP services, he helped me with budgeting, managing vendors, and contracts, and really was a part of my team."

The benefits that The Config Team's support has bought to the Rather Outdoors global business has led onto more projects together, including an SAP EWM greenfield implementation in North America, with further rollouts planned for Europe and Costa Rica.

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