FLXPOINT

STYLE MEETS EFFICIENCY

Kenneth Cole's Smart Savings With Shopify EDI Connections

If you've ever wrestled with the headache of e-commerce logistics, you're not alone. Managing orders, juggling inventory, and ensuring seamless customer experiences can feel like a never-ending battle. But for Kenneth Cole's head of DTC ecommerce and marketplace partners, Mitul Patel, the right technology made all the difference.

"We were with a third-party ecommerce company for a few years, and you tend to lose that brand control... **That was [when] we reached out to Flxpoint,"** says Patel.

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Case Study

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A Fashion Giant's Logistics Nightmare

Kenneth Cole, the iconic American fashion brand, operates as a licensing house with more than 30 strategic partners. That means a single customer order might involve multiple vendors—buy a pair of shoes, a handbag, and a piece of luggage, and you're suddenly dealing with three different fulfillment sources. Coordinating all of that efficiently was becoming a challenge.

"We needed something that we could have more control over. We needed something [where] we could integrate partners, integrate licensees, integrate warehouses," Patel explains. "Because as we grow, as we scale, we're going to be bringing on more and more."

The company had relied on **Electronic Data Interchange (EDI)** to manage inventory and orders, but the process was slow and cumbersome.

"I've worked with a lot of competitors," Patel notes, and when asked why he chose Flxpoint he continued, "I think the biggest turning point for Flxpoint for me is the capabilities that you guys have outside of EDI. You can connect API, you can connect SFTP files—whatever it [takes] to get somebody up and running quickly."

> **"Most are aware in retail is takes months for an EDI connection. With Flxpoint we can use something as simple as a flat file. One time in, one time out, drop orders, get confirmations, ship it back out—while they're still working on all the testing aspect of EDI. You can create multiple connections multiple different ways. Your go to market is that much quicker."**

Overcoming EDI Challenges

"We've had EDI people on our IT team that, after they saw Flxpoint, they were just absolutely amazed… the ease of use and intuitive platform was great," Patel says. The primary issue with legacy EDI was its complexity and lack of flexibility. "We work with all the retail partners, like Macy's and Nordstrom. Everybody still uses EDI. It's a very old school format. It requires hardcore programming.," Patel explains.

Flxpoint provided a modern automated alternative that allowed them to scale faster and easier. This flexibility allowed Kenneth Cole to scale operations without being constrained by the slow-moving nature of traditional EDI testing cycles.

Leveraging Shopify for Seamless Operations

Kenneth Cole operates its direct-to-consumer business on Shopify Plus, ensuring a streamlined experience for customers. "We're Shopify Plus. We don't do any order routing within Shopify, but we were looking for an external solution where we could do a little bit more with it," Patel says. The need for enhanced reporting, inventory tracking, and order management led them to seek an integration with Flxpoint.
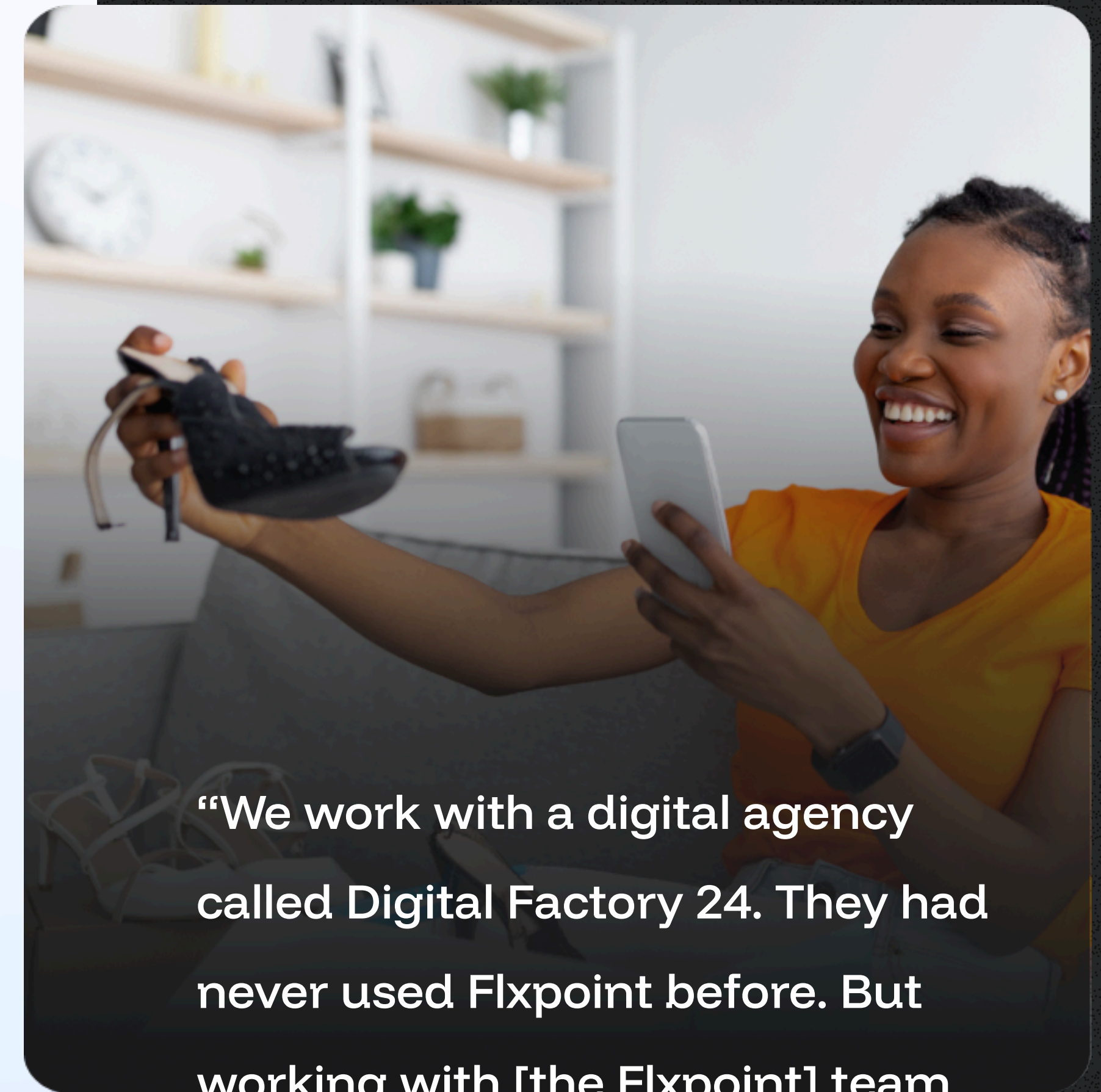
"We work with a digital agency called Digital Factory 24. They had never used Flxpoint before. But working with [the Flxpoint] team, they learned it and we're about to onboard our newest footwear partner, and you know that's big business for us."

One of the major advantages of using Shopify Plus in conjunction with Flxpoint is the ability to bridge traditional EDI workflows with modern ecommerce automation. Shopify gives Kenneth Cole flexibility on the front end, while Flxpoint integrates them with multiple warehouses and partners on the back end. This synergy has allowed Kenneth Cole to scale its online business without sacrificing efficiency or customer experience.

A Seamless Transition

Making the switch to a new technology is never without its challenges, but Patel's team found the transition surprisingly smooth. "But working with your team, I believe it was Ryan Garcia, who was our onboarding specialist—It was a great experience. There's always going to be bugs. But Ryan was very quick to fix them, very quick to follow up and get them done. So it's one of the best experiences that [I've] had working with a tech partner, especially in an EDI phase."

Patel is quick to point out that onboarding was not just about plugging in a new system—it was about making sure his team could fully utilize it. "She was very hands on. We had our touch bases. She worked with each individual partner. So she was the project manager, as well as doing all the integrations with our team, as well as she was teaching our team," Patel says.

The Results: Control, Efficiency, and Speed

Since implementing Flxpoint, Patel has seen a major improvement in efficiency. "While it was being outsourced, we didn't touch much of it. It was really just managed. Merchant of Record was a third-party company. They were handling all order processing. We were trying to provide them [with] inventory. We didn't have visibility into what type of inventory they would need just in time," Patel explains.

"Right now, we're getting in orders before 2 p.m. eastern time, and we're able to get them out the same day from most of our warehouses."

And it's not just about speed—it's about visibility. "One of my roles is [overseeing] customer service… so looking at order routing and [checking] where it stands in the process. I can log in and see it all really easily," Patel says. "I have no EDI experience, I don't need to go into an 846 inventory file. I do sometimes just to make sure of it. But the visibility is there. And I think that's the most important thing. "

Pre-orders, which Kenneth Cole had never been able to do before, are now a reality. "We launched—after many, many years—the Women's Apparel Line… and we officially did pre-orders," Patel explains. "We were able to hold the orders within Flxpoint without sending them to our partner system. Which we've never done in our system ever."

The Future of Ecommerce

With Flxpoint now fully integrated, Kenneth Cole is looking ahead. "Brand exposure is our biggest initiative for scaling [in] 2025," Patel says. "[We're] working with strategic partners. We've recently announced Mark Fisher [as] our new footwear partner. [These] collaborations are a very strong part of our business. It leads our brand, but it also helps our collaborators expose themselves. "

Beyond partnerships, Patel envisions a future where technology creates an even more seamless shopping experience. "I would love to create an immersive experience where a person can walk into a showroom—they can try on something in their size, [and] using technology and warehousing nearby, they'd be able to have that product delivered right to their home by the time they got home." he says. "it's a longer-term vision.."

For those considering a similar switch, Patel has one piece of advice: "In technology and ecommerce, you have to take a risk. Test out the partners, learn from it, and move on. Don't stick with your legacy systems. There's always something better. I think that's the biggest thing here."

If you're ready to take control of your ecommerce operations like Kenneth Cole did, it's time to check out Flxpoint. Because in this business, efficiency isn't a luxury—it's a necessity.

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