



Case Study:  
**Integrating Smart  
Connect for Distribution**



# The Client

The Sun Bum mission is to create a quality brand of sun care products specifically formulated for people who live and love in the sun.

“We aim to create a brand that captures the essence and aesthetic of the beach lifestyle while protecting us, and the ones we love, from the harmful dangers of the sun. A brand, with a little edge, that reminds our customers that we are like them and not a giant disconnected corporation. We’re just a small company with a big dream of becoming the most trusted sun care brand in the world.”

# The Problem

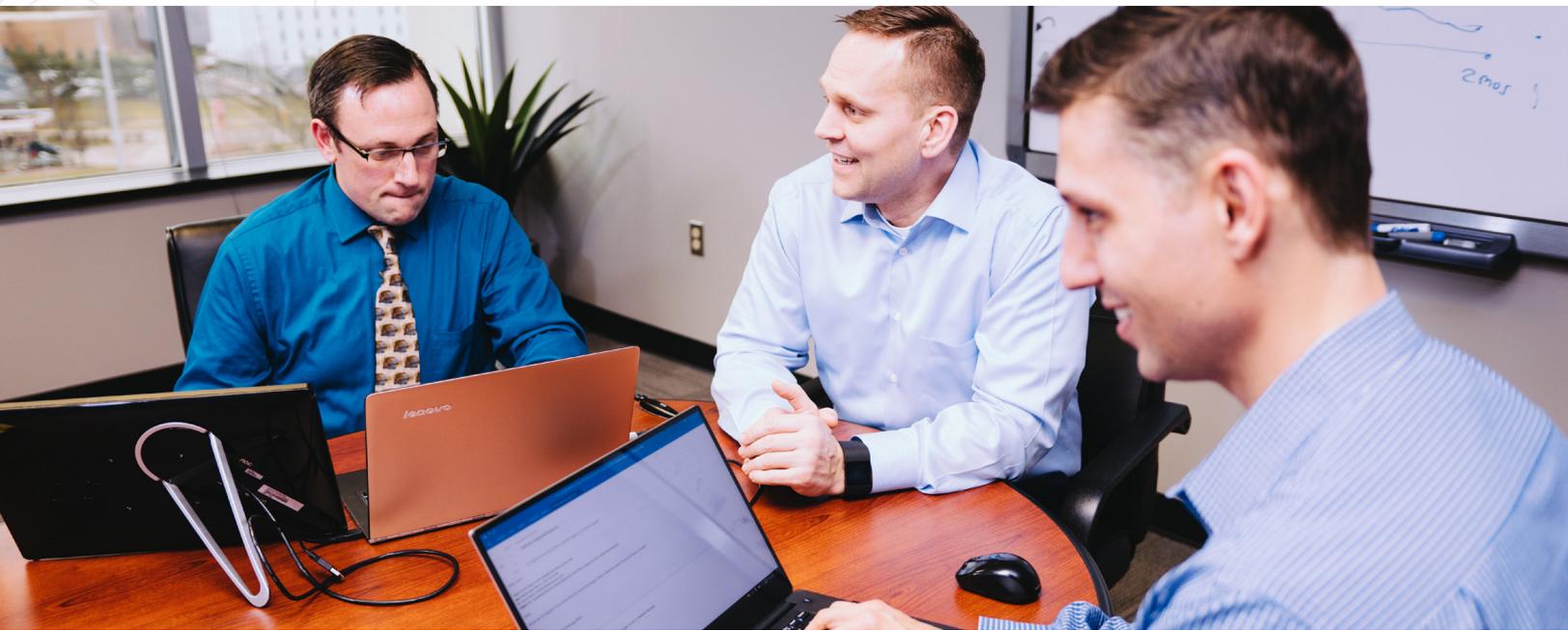
Sun Bum’s business model relies heavily on automated online orders. Over the years, the company found itself in break-fix mode, having technical issues surface with order tracking and distribution workflow. They sent orders to their distribution centers utilizing automated file placement software on to the distribution centers server but that was plagued with software lockups and connection issues. Sun Bum knew there were problems, but they were high-tech problems that needed high-tech solutions.

**“Their responsiveness and willingness to dive into any challenge has been beyond anything we could have expected.”**

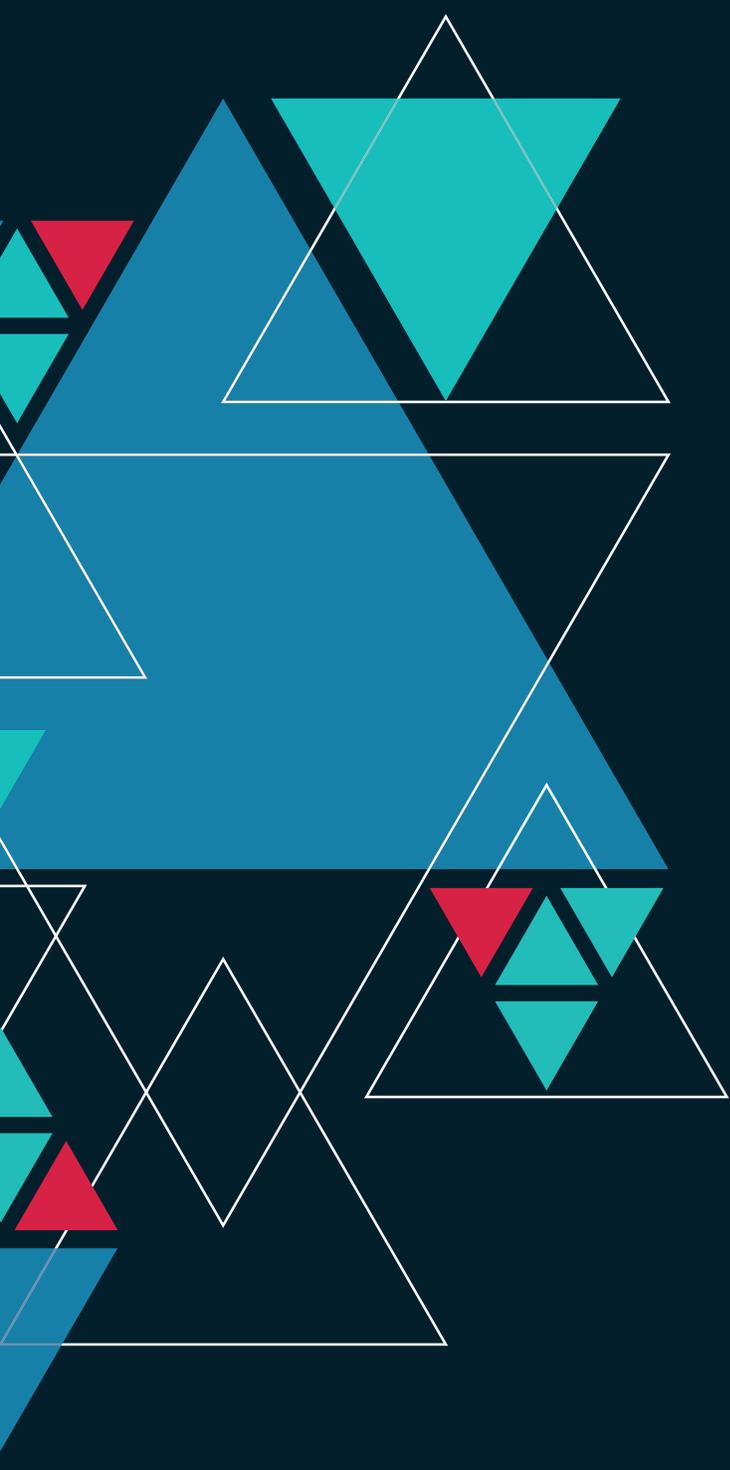
— Julie Staudacher, Accountant

# Our Solution

After analyzing Sun Bum's current system, the Alta Vista team set about stabilizing their processes. By redesigning the Sun Bum Order automation, we were able to monitor their workflow, eliminating issues sending orders to their distribution center and allowing tracking of orders with SOP batches. Sun Bum uses Dynamics GP for accounting software. By integrating features of Smart Connect from eOne, we enhanced our workflow, now orders sent to the distribution centers are moved to new batches in Dynamics GP, giving the company order precision that had yet to be experienced.



By becoming a partner invested in Sun Bum's technology, we were able to improve their processes, give quick assessments whenever problems arise, and offer advice for future growth.



## **Southfield**

24700 Northwestern Hwy  
Suite 601  
Southfield, MI 48075  
**P:** 248.733.4504

## **Grand Rapids**

62 Commerce Ave SW  
Grand Rapids, MI 49503  
**P:** 616.222.0639

## **General & Support Email**

[info@altavistatech.com](mailto:info@altavistatech.com)