

## Cleveland presented "Cleveland Golf Central™"

### Cleveland Golf

<http://www.clevelandgolf.com>, founded in 1979 by Roger Cleveland, is regarded as one of the forerunners in product innovation and is home to the #1 wedge in golf. Cleveland Golf has among its staff member's notable golfers like: Vijay Singh, Boo Weekley, Joe Durant, David Howell, David Toms and many others.



Almost 400 employees work in its Huntington Beach, CA headquarters utilizing JDE World ERP across all operations including manufacturing and distribution.

### **Business Challenge:**

In mid-2006 Cleveland realized the need for having an online order inquiry and order creation e-Commerce storefront. Unlike stock items, Cleveland had the unique challenge of handling configured items in a web self-service environment. The solution had to properly present the product features and options (segment/values) correctly from the browser interface. It needed to work real-time against the underlying JDE logic and have a "friendly" and easy to navigate GUI interface.

### **The Solution:**

In 2007, using ERP2Web, Cleveland presented "Cleveland Golf Central™" <https://www.clevelandgolfcentral.com> to their dealers as a real-time online order inquiry/ creation solution for configured, stock & kit items. With rapid acceptance they met the "configured over the web" challenge.

Cleveland's outside salespeople also utilize "Golf Central" as a strategic and value-add part of their daily routine. Sales calls are now more effective and their orders are entered remotely in real-time resulting in shorter delivery times.

Both users and employees especially appreciate the e-Catalog matrix entry for efficiency and ease of use. Displaying multiple items on one web page by "product

# Customer Success Story



attribute” columns and “product group” rows, users can quickly determine product selection for ordering.

Cleveland Golf’s Director of Information Technology, Charles Chamberlain, comments about the “Cleveland Central™” solution:

***“Partnering with CDI and their ERP2Web solution successfully accomplished our project goals of real-time integration with JDE logic including the JDE configurator. It also met the aesthetics “looks good” requirement and it’s easy to use and administer for setup and change. Our users utilize matrix and e-Catalog entry along with the other multiple order entry methods such as Upload from Excel, Quick SKU (part #/qty.), Search, My Favorites Lists and Order from Previous Order.”***

Screenshot #1 – Cleveland Order Matrix (ERP2Web e-Catalog at Category Level)

Home Logout View Cart Hel

Please enter quantity and click on Add to Cart button at the bottom of the page.

IRONS	RH					LH				
	R	S	WDG	A	X	R	S	WDG	A	X
CG7 BP IRONS Steel 3-P	<input type="text"/>	<input type="text"/>				<input type="text"/>	<input type="text"/>			
CG7 BP IRONS Steel 4-P	<input type="text"/>	<input type="text"/>				9	<input type="text"/>			
CG7 BP IRONS Steel 4-D	12	<input type="text"/>					17			
CG7 BP IRONS Steel 21.0	<input type="text"/>	14				<input type="text"/>	<input type="text"/>			
CG7 BP IRONS Steel 50.0	11	<input type="text"/>	<input type="text"/>			<input type="text"/>	<input type="text"/>			
CG7 BP IRONS Steel 55.0	<input type="text"/>	<input type="text"/>	<input type="text"/>			<input type="text"/>	<input type="text"/>			
CG7 BP IRONS Graphite 3-P	4	<input type="text"/>		<input type="text"/>		<input type="text"/>	20			
CG7 BP IRONS Graphite 4-P	<input type="text"/>	23		<input type="text"/>		<input type="text"/>	<input type="text"/>			
CG7 BP IRONS Graphite 4-D	<input type="text"/>	<input type="text"/>				<input type="text"/>	<input type="text"/>			
CG7 BP IRONS Graphite 21.0	<input type="text"/>	<input type="text"/>		<input type="text"/>		<input type="text"/>	<input type="text"/>			
CG7 BP IRONS Graphite 50.0	<input type="text"/>	<input type="text"/>		<input type="text"/>		<input type="text"/>	<input type="text"/>			
CG7 BP IRONS Graphite 55.0	<input type="text"/>	<input type="text"/>		<input type="text"/>		<input type="text"/>	<input type="text"/>			

1 2 3 4 5 6

Add To List   Add To Cart   Reset   Continue Shopping

Skip to CG Drivers	Skip to CG Fairway Woods	Skip to CG Irons	Skip to CG Wedges - Niblick	QUICK FORM-WEDGES-CG15	Skip to CG Wedges - CG14	Skip to CG Wedges - CG12	Skip to CG Hybrids	Skip to CG Putters - Never Compromise	Skip to CG Putters - Cleveland Golf
CG Women's - Drivers	CG Women's - Fairway Woods	CG Women's - Irons	CG Women's - Wedges	CG Women's - Hybrids	CG Women's - Putters	QUICK FORM-JUNIOR	CG Apparel	CG Headwear - Caps	CG Headwear - Women's
CG Headwear - Never Compromise	CG Bags - Stand	CG Bags - Cart	CG Towels	CG Umbrellas	CG Travel Accessories	CG Miscellaneous	SRIXON Golf Balls	SRIXON Gloves - Men's	SRIXON Gloves - Women's
SRIXON Headwear - Caps	SRIXON Headwear - Visors	SRIXON Umbrellas	SRIXON Bags	SRIXON Travel	SRIXON Woods	SRIXON Irons	SRIXON Wedges	SRIXON Hybrids	CLEVELAND CLASSICS - Shirts

## Screenshot #2 – Cleveland Shopping Cart – For Cleveland Outside Salesperson/CSR

Hello **shailendra kumar**  
 Your last login was: 11/20/2009 5:47:28 AM  
 Your current shipping location is:  
**5039-OAKWOODS C.C. GOLF SHOP**

Search Catalog  >>  
 Go to Advanced Search

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Home Logout
View Cart (110) Help

- ACCOUNT MANAGEMENT
- PLACE ORDERS
  - QUICK FORM
  - CATALOG
  - CUSTOM CLUBS
  - LOGO WEDGES
  - My List(s)
  - Add Item(s) to Cart
  - Upload Items from Excel
- SALES REP ONLY
- ORDER STATUS

Message(s)

### Review Cart

Item # 
Qty 
Add To Cart
Add Multiple Items
Upload From Excel

Item Number	Description	Quantity	Price	Extended Price	Remove Item	Zero Price
32489	CG7 BP 4-P LH St R	<input type="text" value="9"/>	490.00	4,410.00	<input type="checkbox"/>	<input type="checkbox"/>
32922	CG7 BP 4-D Steel R	<input type="text" value="12"/>	560.00	6,720.00	<input type="checkbox"/>	<input type="checkbox"/>
32923	CG7 BP 4-D LH Steel S	<input type="text" value="17"/>	560.00	9,520.00	<input type="checkbox"/>	<input type="checkbox"/>
32470	CG7 BP #3 St S	<input type="text" value="14"/>	70.00	980.00	<input type="checkbox"/>	<input type="checkbox"/>
32478	CG7 BP DW St R	<input type="text" value="11"/>	70.00	770.00	<input type="checkbox"/>	<input type="checkbox"/>
32502	CG7 BP 3-P Gr R	<input type="text" value="4"/>	640.00	2,560.00	<input type="checkbox"/>	<input type="checkbox"/>
32514	CG7 BP 3-P LH Gr S	<input type="text" value="20"/>	640.00	12,800.00	<input type="checkbox"/>	<input type="checkbox"/>
32497	CG7 BP 4-P Gr S	<input type="text" value="23"/>	560.00	12,880.00	<input type="checkbox"/>	<input type="checkbox"/>

If you choose to 'Zero Price' items, then click the 'Update Cart' button below. Follow that by adding the reason for the No Charge in that item's 'Notes'.

Is Item Embroidered  \*\* If this is an Embroidery or a Logo order, you will be forced to add an Item Note when you Proceed To Check Out. \*\*\*This option only to be used for CLEVELAND CLASSICS APPAREL.

**Total Price: 50,640.00**

Applicable state sales tax will be added after the order is processed.\*\*\*If quantity changes are made to any items in your cart, select 'Update Cart' before selecting 'Proceed to Check Out.'\*\*\*

Update Cart
Empty Cart
Item Notes

Proceed To Check Out

Add To My List
Continue Shopping
Override Shipping Address

Featured Item(s)

Recently Viewed

Shopping Cart  
 32489 9  
 CG7 BP 4-P LH St R  
 32922 12  
 CG7 BP 4-D Steel R  
 Items in Cart (110) View Cart