

O'Neill Significantly Reduces Cost & Risk in its Global Supply Chain Using TradeCard

Increased visibility, process automation and standardization of payment terms across all of its suppliers were just some of the goals that O'Neill Europe set out to achieve when selecting TradeCard as its global sourcing platform. Within 90 days, O'Neill's entire network of sourcing partners from suppliers, agents and financial service providers were connected together on TradeCard's global trade platform. Within a year of operation O'Neill reduced its cash conversion cycle by 30 days thus improving working capital, enhanced global visibility into the sourcing process and reduced risk for all parties involved.

Getting Started

O'Neill's sourcing organization set out to automate and streamline transaction processes across its supply network. The surf and snow apparel leader turned to TradeCard's cloud-based platform to improve the purchase order through settlement process.

“TradeCard connects our whole supply chain network and ensures everyone is working from the same data at all times. Workflow automation and financial services on the TradeCard network allow us and our suppliers to reduce costs and increase speed and efficiency.” Hendrik-Jan Muis, Operations Director at O'Neill

Global Visibility and Automation

The TradeCard Platform enables visibility into all sourcing processes in real time. It delivers supply chain services on an Internet based platform that provides O'Neill instant access into the status of products and payments in its extended supply chain. Transaction management is focused on exceptions

and issues are routed to appropriate parties for resolution.

Impact of Online Financial Services

Financial services on the TradeCard Platform allow O'Neill and its suppliers to reduce credit-related pressures. O'Neill transitioned from a letters of credit payment method to open account terms across all suppliers, thereby eliminating inefficiencies and costs associated with LCs.

Suppliers obtained not only better visibility into payments, but through embedded financial services they benefited from access to capital earlier in the sourcing process resulting in lower financing costs.



Ramp Up from Tactical to Strategic

What started as a tactical initiative at O'Neill to eliminate LCs evolved into a strategic sourcing program. O'Neill soon realized what many of the leading apparel and footwear companies had experienced on the TradeCard platform: TradeCard is much more than just a point solution for the financial supply chain. TradeCard is the collaboration engine for O'Neill's supply chain that connects all external parties on one virtual network. Today, O'Neill connects to suppliers, agents, financial institutions

and other key parties through a single hosted platform - TradeCard.

Rapid Global Deployment

TradeCard activated and connected O'Neill's consolidated supply base of 58 vendors and various service providers in 90 days, encompassing 92% of sourcing volume. Today, the 80+ O'Neill trading partners that transact on TradeCard know with certainty when and how they will get paid. Extended visibility and cash flow planning tools eliminate vendors' unnecessary calls/emails to follow up on payment status.

Steps to Success at O'Neill

- Leveraged an existing global trade platform to enable future growth and more business volume with the same amount of resources
- Utilized embedded online financial services to introduce invoice discount programs that optimize cash and obtain a better return on capital while helping suppliers get paid faster
- Employed TradeCard as the single communication point with suppliers regardless of underlying back office systems
- Provided suppliers visibility into payments to help them plan and forecast
- Automated global processes to enable straight through processing and lower the number of touchpoints inside the company



- Centralized sourcing data in one place and provided visibility across departments and trading partners
- Obtained better control of claims processing and collection



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