Stacyc Stability Cycle Simplifies Operations with Systum

Founded by parents looking to create a safe way for children to learn how to ride motorcycles, Stacyc Stability Cycle manufactures motorcycles for children aged two to five. The electric motorcycles are lightweight and feature an adjustable seat, three power modes and a quick-change battery to keep kids entertained for hours. Stacyc founders are thrilled to see so many young children riding safely while developing a passion for motorsports.

Highlights:

- Systum CMS saves thousands of development dollars

- Real-time inventory management improves customer service

- Stacyc employees spend 90% of their time in one platform (Systum)

•••Systum®

"Having our front end eCommerce site, B2B business management, inventory, shipping and CRM in the same platform was crucial to our decision making and ultimately the reason we chose Systum."

Mike Dettmers, Sales Director at Stacyc Stability Cycle

Challenges

Stacyc owners invested in a WooCommerce website but had a developer customize it to meet their needs. However, when it came time to update the site on their own, that wasn't possible. This became problematic as even small product updates became expensive and slow, depending on the developer's availability.

The other issue Stacyc faced was a technology stack that didn't meet their needs as a wholesale manufacturer. Nor would it allow them to sell directly to consumers online. Using Excel to manage inventory proved to be slow and cumbersome. And Quickbooks didn't integrate directly with their website, making order management and fulfillment yet another challenge.

Solution

By selecting Systum, Stacyc was able to solve their website and inventory management challenges. Now, as the company grows the product line, they no longer need a developer to update the website, which makes it easy and cost-effective to manage through Systum.

Systum also helped Stacyc simplify their tech stack and eliminate add-on apps that required employees to log into multiple systems a day. With Systum's integrated suite of apps, Stacyc employees log into Systum daily, where they spend 90% of their time.

Company leadership added that employee onboarding became easier as well. Because the majority of tasks occurred within Systum, new employees got up to speed much faster and handled more challenging tasks with ease.