



Supporting Vertical Footwear Brands

Step Ahead in your Business Operations

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Step Ahead: How Jesta Powers Vertical Footwear Brands

From Design to Doorstep, Unified

A Unified Approach to Dual-Channel

Vertical footwear brands win when every step, from concept and sourcing to inventory and omnichannel sale, moves in sync. Jesta unifies core operations (PLM, sourcing, demand planning, ERP, WMS, OMS, POS, and analytics) so product moves faster, data stays consistent, and teams decide with confidence. Eliminate hand-offs across fragmented systems; orchestrate assortments by region and channel; ensure allocations

match demand curves and margin targets. Footwear-specific attributes (size runs, width/last, colorways, materials) flow through the lifecycle, enabling accurate costing, compliant sourcing, and precise inventory visibility. Whether you run DTC, boutiques, marketplaces, or wholesale, Jesta centralizes truth so you scale without chaos, reduce markdowns, and increase full-price sell-through.

Turn

6+

See turns
increase annually

GMROI

\$3+

Spend dollars
more efficiently

Sell-through

80% +

maximize sell-through rate



Product Creation, Sourcing & Planning

Product Lifecycle Management for Footwear

Design Agility with Cost and Compliance Built-In

Footwear development is complex: lasts, molds, uppers, materials, compliance, and fit testing. Jesta's product lifecycle management centralizes all of it—briefs, BOMs, costings, lab tests, and approvals—so teams iterate faster while controlling margins. Collaborate with suppliers using structured workflows, automated versioning, and change histories. Materials libraries

include sustainability and regulatory attributes; alerts flag risks before they hit late-stage sampling. Integrated calendars align milestones to launch windows by channel and region. When product lifecycle connects to ERP, WMS, and OMS, you avoid data duplication, accelerate time-to-market, and maintain end-to-end traceability from initial design to shelf.

KEY IDEA

Create faster—launch smarter.



Key artifacts: briefs, BOMs, costings, line sheets, bulk and draw-down POs



Workflows: sampling, fit testing, compliance gates, distribution



Supplier collaboration: comments, tasks, version control, transit tracking



Launch calendars: channel/regional alignment

Sourcing & Costing

Balance Quality, Speed, and Margin



Sourcing footwear involves capacity planning, vendor reliability, MOQs, lead times, and complex cost drivers (materials, labor, duties, freight). Jesta enables multi-vendor sourcing, landed-cost simulations,

and what-if analysis to defend margins. Track compliance, audits, and sustainability KPIs alongside price and on-time performance. The result: fewer surprises at production, clearer trade-offs, and

faster commitments. With costing tied to PLM and ERP, you gain real-time visibility from samples to POs, so finance and operations stay aligned as designs evolve.



Vendor scorecards (OTIF, quality, ESG)



RFQ comparisons & landed cost breakdowns



Capacity & lead-time visibility

Demand Planning & Forecasting

Size Curves, Seasonality, and Sell-Through

Footwear demand skews by size, width, and region; missing the curve inflates markdowns or stockouts. Jesta's demand planning uses historicals, seasonality, and launch calendars to produce SKU-location

forecasts and size runs that reflect real buying patterns. Blend wholesale orders, DTC signals, marketplace trends, and promo plans to shape buys and phase-ins. Planners can run scenarios—new

colorways, influencer campaigns, climate shifts—and instantly see inventory and margin impacts. The outcome: better buys, tighter allocations, and higher full-price sell-through.

REMEMBER

Forecast the curve—own the margin.



Scenarios: promos, supply delays, drops



KPIs: bias, MAPE, sell-through



Inventory, Allocation & Omnichannel Fulfillment

The Right Pair, Right Place, Right Time

Even perfect forecasts fail without precise allocation. Jesta's allocation and replenishment engines consider demand velocity, store capacity, regional preferences, and size distribution to push the optimal mix. As sales shift, automated rebalancing reduces stockouts and stranded inventory. Cross-channel visibility (stores, DCs, 3PLs, and in-transit) lets you redeploy stock to meet spikes—whether a store's hot style goes viral or a marketplace listing takes off. With size-level ATP and smart safety stocks, you protect service levels while minimizing carrying cost.

REMEMBER

Allocate intelligently—replenish automatically.



Initial allocations: launch, geography, size mix



Replenishment: velocity-based, exception-driven



Transfers: DC-to-store, store-to-store



Metrics: stockouts, coverage days, turns

OMS & Fulfillment

Ship-from-Store, BOPIS, and Marketplaces Simplified

Consumers expect flexible fulfillment without friction. Jesta's Order Management System orchestrates BOPIS, BORIS, ship-from-store, and marketplace orders against a single inventory picture. Rules optimize for speed, cost, and margin—routing by proximity, capacity, and SLA. Store teams receive intuitive pick/pack flows; DCs integrate via WMS; carriers and cut-off times are automated. Real-time alerts resolve exceptions proactively. The payoff: faster delivery, fewer splits, lower costs, and stronger NPS—even during peak season drops.

REMEMBER

One order promise—many fulfillment paths.



Routing rules: SLA, cost, proximity



Store ops: pick/pack, staging, handoff



DC ops: waves, cartonization, labeling



Customer comms: tracking, updates, returns

Returns, Repairs & Reverse Logistics

Protect Margins Without Punishing Customers

Footwear returns are frequent due to fit. Jesta standardizes returns workflows across DTC, stores, and marketplaces with reason codes, photo capture, and disposition rules (resale, refurbish, donate, recycle). Intelligent policies balance customer experience with cost, while automated quality checks and vendor chargebacks protect margins. For premium lines, integrate repair services and warranty logic to extend lifecycle value. Real-time insights show what's return-prone by silhouette, size, and material—informing design and buying decisions.

REMEMBER

Turn returns data into action.



Intake: omnichannel RMA, labels, triage



Disposition: restock, refurbish, recycle



Policy engine: fees, exceptions, loyalty



Analytics: rate, reasons, recovery

Selling Across Channels: Stores, Wholesale & Marketplaces

Store POS & Clienteling

Sell Anywhere, Know Every Customer

Jesta's POS supports fast checkout, endless aisle, and real-time inventory with rich product attributes for footwear (size, width, fit notes). Associates access omnichannel orders and suggest alternatives—nearby store inventory or ship-to-home. Clienteling tools surface preferences, purchase history, and loyalty

status, enabling personalized recommendations and cross-sell (insoles, care kits, socks). Mobile POS removes lines and turns fitting benches into revenue centers. Unified promotions and gift cards work across channels, creating a seamless brand experience.

REMEMBER

Turn fitting moments into lifetime customers.



POS: speed, tender types, promotions



Clienteling: profiles, preferences, outreach



Endless aisle: find/fulfill from network



KPIs: AOV, attachment rate, NPS

Wholesale & Marketplace Management

Grow B2B Without Losing Control

Vertical footwear brands often blend DTC with wholesale and marketplaces. Jesta centralizes B2B orders, EDI, allocations, and chargeback prevention while syncing marketplace listings, pricing, and inventory. Enforce channel strategies and MAP while avoiding oversells with near real-time ATP. Digital catalogs and assortments streamline sell-in; compliance checks prevent costly violations. With unified data, finance and sales align on profitability by account, door, and listing.

KEY IDEA

Scale channels—stay in command.



B2B/EDI: orders, ASNs, invoices



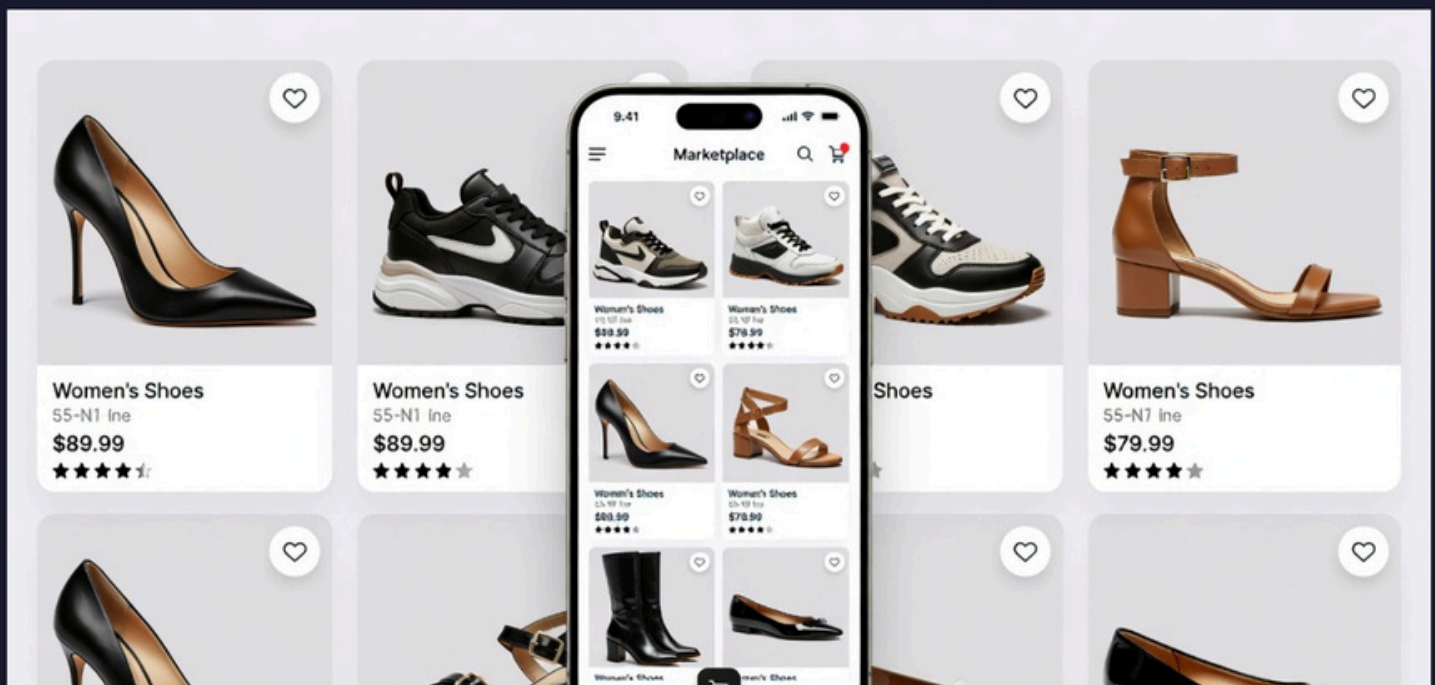
Compliance: routing guides, ticketing, labels



Marketplaces: listings, MAP, inventory sync



Profitability: item/account/listing views



Financials, Analytics & Governance

Financials & Margin Governance

Link Every Decision to the P&L

With Jesta, product and operational decisions tie directly to margin. Standard cost vs. actuals, landed cost variance, and markdown impact are visible by SKU, colorway, channel, and region. Budgeting and open-to-buy align merchandising with cash flow. Scenario modeling quantifies trade-offs—faster freight vs. on-time launch, larger buys vs. carryover risk. Automated accruals, chargebacks, and deductions reduce leakage. Finance gains confidence; merchants gain speed—with one version of truth.

REMEMBER

Make every pair pay.



Margin: initial, maintained, net



Variances: cost, freight, duty, markdown



OTB: plan, commit, receive, sell



Controls: approvals, audits, compliance

Data & Analytics

From KPIs to Action in Minutes

Jesta's analytics deliver role-based dashboards—merch, planning, store ops, logistics, finance—with drill-downs from brand to SKU. Blend online and offline signals to track demand shocks and promotion

impact. Footwear-specific views show sell-through by silhouette, size/width, color, and fit profile. Alerting and exceptions turn noise into action: low coverage on key sizes, late POs threatening launch,

or stores ripe for transfer. With governed data and semantic consistency, teams speak the same language—and act faster.

REMEMBER

See it, trust it, act on it.



Dashboards: role-based KPIs



Alerts: exceptions, thresholds, SLAs



Drill-downs: channel → door → SKU



Actions: tasks, transfers, reorders

Go-Live & Value Realization

Proven Playbooks for Footwear

Implementation success hinges on fit-for-purpose processes. Jesta’s footwear playbooks accelerate discovery, data migration (styles/size runs/widths), and integration to PLM, 3D design, marketplaces, 3PLs, and carriers. Change management targets store teams, planners, and merch—role-based training, sandboxes,

and guided UAT. Hypercare prioritizes allocations, OMS flows, and POS readiness for peak season. Value metrics—sell-through, stockouts, transfer costs, pick accuracy, and NPS—prove ROI quickly, while a continuous improvement cadence locks in gains.

REMEMBER

Launch fast. Land value.



Project plan: phases, milestones, owners



Integrations: PLM, 3D, WMS/3PL, marketplaces



Readiness: data, training, UAT, cutover



Value: KPIs, cadence, CI roadmap

Conclusion: Step Confidently Into the Future

Empowering Vertical Footwear Brands to Succeed

Jesta I.S.'s Vision Suite ERP platform is purpose-built to address the unique challenges and opportunities faced by vertical footwear brands. From product creation and sourcing to omnichannel fulfillment and financial governance, each module of the Vision Suite is designed to streamline operations, enhance visibility, and drive growth. By leveraging Jesta's robust tools, brands can optimize their end-to-end operations and deliver exceptional customer experiences across every channel.

In today's competitive retail landscape, agility and integration are key. Jesta's Vision Suite empowers footwear brands to stay ahead by enabling real-time inventory management, seamless channel integration, and actionable analytics. Whether you're creating the next iconic shoe or scaling your operations globally, Jesta provides the technology and insights to make data-driven decisions with confidence.

Choosing the Right Partner

Choosing the right technology partner is critical to long-term success. Jesta I.S. has decades of experience working with leading retail brands and a proven track record of delivering value. Our commitment to

innovation, customer-centric approach, and deep industry expertise make us the trusted partner for vertical footwear brands looking to thrive in an ever-evolving market.

REMEMBER

Jesta's Vision Suite is more than an ERP—it's a comprehensive solution that helps vertical footwear brands step ahead in their business operations, ensuring efficiency, profitability, and growth.

REMEMBER

Ready to step ahead in your business operations? Contact Jesta I.S. today to explore how the Vision Suite can transform your footwear brand's future.



eBook by Jesta I.S.

Questions? Contact us: info@jestais.com

