

INDEPENDENCE IN THE ERA OF DIGITAL DISRUPTION

Growing global business
with **workflow automation**





Haddad Brands is a privately held business with over 60 years' experience in the children's apparel & accessories industry. It's a leader in the children's wear industry, focused on iconic global brands including Nike, Jordan, Converse, Hurley, and Levi's. Haddad Brands is supported by a team of professionals skilled in the design, sourcing, sales, & distribution of premium-quality children's wear. In addition to its licensee business, the company owns Rookie USA, a multi-brand kidswear retail chain founded in 2011.



American brand



Founded in **1948**



Sourcing offices in **22 cities** globally



Distributes to over **60 countries** worldwide

Brands:



**GREGORY GAWKOWSKI**

CTO at Haddad Brands

Our role as IT is to support business with technology wherever possible, in order to help reach the company's goals and continuously improve its efficiency. Here, as in most organizations, processes and departments are inexorably intertwined. There are no more and less important ones, thus you need to treat them equally and make sure all of them work efficiently, both on their own and together.

It was around 2002 when we started using Microsoft SharePoint. At that time, everything was in e-mail and paper was omnipresent. Already at that time, we knew that there was something missing and we would not be able to meet our business goals with only SharePoint at our disposal.

We didn't really want to implement multiple solutions for different business needs, because the maintenance and compatibility issues could quickly turn our work into a nightmare. That was why we got interested in **WEBCON** and their vision of one ultimate platform where you can build custom solutions, tailored to your needs, and you can do it in-house. The short learning curve and the need for just one set of competences were crucial for us, as we didn't have a big IT department at the time, and we were not planning on drastically growing it in the near future. As **WEBCON BPS's** promise was to be a solution not solely for high-end programmers but for virtually any skilled IT worker, we decided to give it a try.



2002

Implementing Microsoft SharePoint / Omnipresent paper & everything's in the e-mails

2013

Implementing **WEBCON BPS**

2015

2-week training with **WEBCON** developers at Haddad Brand's NY Headquarters

2019

30+ business applications build by the in-house team of two IT specialists

We treated our first application – A New Employee Form – as a pilot project. It was a pretty basic and simple one, but it allowed us to verify if we could train ourselves to build an application in **WEBCON BPS** on our own. And we did. That also meant that if we needed to train a new member of our team, it wouldn't be a problem.

With this first implementation, we found out that:

- We were capable of delivering a solution tailored to our needs and we could do it in house,
- Business people quickly learned how to use the application and liked the idea of automating other tasks and processes,
- Maintenance turned out to be easy and painless, which was crucial for us.

This reassured us that **WEBCON BPS** was what we were looking for to digitalize our company. We started with an online training that gave us a broader idea of the platform possibilities and potential, but what really got us going were the one-on-one workshops in our Haddad headquarters in NYC.



“ We came to Haddad Brands HQ for a week-long training. Our goal was to make their IT team as independent as possible in creating business applications with WEBCON BPS. We focused on learning through experience by building an application together, in accordance with best practices. It was an ideal way of showing the possibilities of the platform while creating a solution tailored to their needs. I feel confident to say that our goal was achieved and over 30 business applications running in Haddad Brands today are the best proof of that.

– **Bartłomiej Spyrka**, Consulting Department Leader, WEBCON.

Today, after 6 years, WEBCON BPS has become an integral part of our company. We delivered 30+ applications in house with only two people in our team dedicated to building, adapting, and maintaining them.

As for the end users: onboarding is literally minutes. All of the applications look and behave similar, so after we taught the employees how to work with one of them – adaptation and roll-out of every new one is basically instantaneous.

And as for the support, although WEBCON’s experts are always ready to help us out, we rarely have a need to contact them more than once a quarter.

In today’s competitive market, business expects IT to provide them with more and more new solutions and deploy innovations that will help the organization gain a competitive advantage – and of course to deliver them quickly. At **Haddad Brands** we understand that dynamic, so we not only create new solutions agilely responding to our business needs, but also continuously adapt and improve existing ones accordingly with changing requirements.


WEBCON BPS has significantly changed the business approach to IT in our company. Now, if they see a new opportunity they would like to pursue, they will come to us and ask: “Can we use this platform to automate it?”

We have a great IT team that understands business and wants to support it in the best way possible – and **WEBCON BPS** allows us to do it. It’s a powerful ally that makes our vision possible.



 **6 years** working with WEBCON BPS

 **1** platform

 **30+** applications

 Used in the **US** and in international subsidiaries

 **2 specialists** responsible for building & maintaining applications

 Desktop **&** mobile

WEBCON BPS AT HADDAD BRANDS

Today, **Haddad Brands** is keeping track of their vehicles, containers – and pretty much everything that is related to employees – electronically, through **WEBCON BPS** applications.

They also implemented **WEBCON BPS** for OCR scanning. With the volumes of documents that the company is producing, the ability to digitally store, tag, and catalog all of them is truly mission critical. It allows them to find any record within seconds and dramatically reduces the costs of physical storage of paper documents.



“*Let’s take a bill of lading as an example. We ship around 50 containers a day. If half a year from now, anyone challenges us about a particular shipment, we can tell them within seconds the exact container content, who signed it, who counted it – and present the original doc with the signature on it.*

– **Gregory Gawkowski**, Haddad Brands.

WITH **WEBCON BPS**

- No more “He said..., She said...” with process transparency
- Efficient business process management on a global scale
- IT is the creator of sophisticated and tailor-made solutions that build competitive advantage
- Time is money and knowledge is power, we have benefited in both areas wherever we applied the technology provided by WEBCON BPS.





WEBCON®

Over 350 happy clients worldwide underline our platform's success in effective business process management. We help deliver process-centric applications, so they can build competitive advantage and thrive on change in the era of digital transformation.

With WEBCON BPS, a low-code application delivery platform that allows to easily digitalize, standardize and automate business processes, we turn companies into leaders of digital transformation.

Behind the success of WEBCON BPS are passionate professionals with a wealth of experience in delivering projects and building business solutions for industry-leading enterprises.

Want to learn more & find out what we can do for your company?

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