

Miz Mooz Accelerates Omnichannel Growth and Operational Agility with BlueCherry ERP

MIZMOOZ
NEW YORK CITY



Customer overview

Miz Mooz is a leading footwear brand known for combining fashion-forward design with comfort and craftsmanship. Serving wholesale, e-commerce, marketplaces, and retail partners, the company operates in a rapidly evolving omnichannel environment where inventory visibility, operational efficiency, and technology flexibility are critical to success.

As customer expectations increased and new sales channels emerged, Miz Mooz recognized the need for a modern ERP platform capable of supporting future growth while simplifying day-to-day operations.

Challenges:

Outgrowing legacy systems in a fast-changing market

Like many growing fashion brands, Miz Mooz had relied on its existing ERP platform for years. However, as the business expanded its digital commerce initiatives and embraced a more connected omnichannel strategy, limitations began to emerge.

The company found that software enhancements, integrations, and custom development projects were becoming increasingly difficult to execute. New business requirements often required significant effort, lengthy timelines, or were simply no longer possible within the constraints of the legacy platform.

Operational challenges included:

1

Limited flexibility to support evolving business models

2

Increased manual effort across channels

3

Difficulty integrating new technologies and partners

4

Siloed inventory management practices

5

Reporting processes that required significant manual intervention

6

Concerns about the platform's ability to support future growth

At the same time, Miz Mooz was expanding its omnichannel footprint, introducing new integrations, marketplaces, e-commerce capabilities, and fulfillment models that required a more connected technology foundation.

The company needed a platform that could:



Support omnichannel operations



Reduce manual processes



Improve reporting and visibility



Simplify integrations



Scale with the business



Remain affordable for a growing fashion brand

Why BlueCherry?

After evaluating several ERP options, including NetSuite and other enterprise platforms, Miz Mooz selected BlueCherry because it provided the right balance of fashion-specific functionality, flexibility, scalability, and cost-effectiveness.

The company was particularly attracted to BlueCherry's ability to support modern retail and wholesale operations without requiring the complexity or expense associated with large enterprise ERP systems.

Key decision drivers included:

- **Fashion-focused ERP capabilities**
- **Strong omnichannel integration framework**
- **Faster implementation path**
- **Flexibility to support future business requirements**
- **Confidence in CGS's continued investment in the platform**
- **Ability to evolve alongside changing market demands**

“BlueCherry allows companies our size to adapt to a changing market quickly and affordably. That's one of the biggest challenges for businesses like ours.

— Ron Kenigsberg,
President at Miz Mooz

Operational impact across the business

Today, BlueCherry serves as the operational backbone connecting Miz Mooz's wholesale, e-commerce, marketplace, and fulfillment operations.

Improved omnichannel inventory management

One of the most significant improvements has been the company's ability to manage inventory across multiple sales channels from a single source of truth.

Previously, inventory was often segmented across virtual warehouses, creating inefficiencies and missed sales opportunities. With BlueCherry, inventory is now shared across channels, enabling more accurate inventory updates and improved allocation decisions.

Benefits include:

1

Improved inventory visibility

2

Reduced overselling

3

Fewer stock imbalances across channels

4

Better allocation management

5

Increased sales opportunities

Streamlined product and channel management

BlueCherry has also helped reduce duplicate work associated with product information and channel management.

Product attributes, merchandising rules, and channel-specific requirements can now be managed more efficiently within the ERP, eliminating many of the repetitive tasks previously required to support multiple selling channels.

Miz Mooz estimates that product creation and maintenance activities alone have become approximately 20% more efficient.

Automation that eliminates daily manual work

Beyond inventory and channel management, BlueCherry has enabled Miz Mooz to automate many operational processes that previously relied on manual oversight.

Tasks that once required daily, weekly, or monthly review are now automatically monitored and distributed through BlueCherry workflows and reporting capabilities.

Examples include:

- 1 **Open order monitoring**
- 2 **Unallocated order management**
- 3 **Inventory reporting**
- 4 **Sales commission reporting**
- 5 **Operational exception reporting**
- 6 **Automated notifications and alerts**

Instead of relying on manual checklists and calendar reminders, teams now receive automated reports and exception notifications exactly when they are needed.

Key benefits:



Reduced manual administration

Improved operational consistency



Better exception management

Faster response times



Increased organizational visibility

Smarter reporting and faster decisions

For leadership, one of the most valuable outcomes has been improved reporting flexibility.

Where reporting was previously time-consuming and often difficult to generate, BlueCherry now allows teams to quickly create and automate reports tailored to specific business requirements.

As a result:

- **Reports are delivered automatically**
- **Information is easier to access**
- **Leadership receives insights faster**
- **Teams spend less time gathering data**
- **Decision-making has become more proactive**

“When I ask for something now, the answer is usually ‘yes.’ The team can build it quickly, automate it, and it keeps coming exactly when we need it.

— **Ron Kenigsberg,**
President at Miz Mooz

Doing more without growing headcount

Perhaps most importantly, BlueCherry has enabled Miz Mooz to expand its operational reach without significantly increasing staff.

As sales channels, integrations, and customer requirements continue to grow, the company has been able to support greater complexity while maintaining its lean organizational structure.

By automating routine processes, simplifying integrations, and improving visibility across operations, BlueCherry allows the team to focus on strategic growth rather than administrative work.

“We’ve been able to expand what we do without having to grow the team. That’s been incredibly valuable.

— **Ron Kenigsberg,**
President at Miz Mooz

Looking ahead

As consumer buying behaviors, digital commerce channels, and fulfillment models continue to evolve, Miz Mooz views BlueCherry as a long-term technology partner capable of supporting future innovation.

Upcoming initiatives include:

1

Shopify migration

2

Expanded marketplace participation

3

Additional omnichannel integrations

4

Increased automation

5

AI-enabled operational insights

6

Enhanced supply chain visibility

For Miz Mooz, the value of BlueCherry extends beyond ERP functionality.

The platform provides confidence that the business can continue adapting to market change without outgrowing the technology that supports it.

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The way people shop is evolving constantly. It’s important to evolve, or the software dies. We’ve seen that BlueCherry continues to move forward, and that enables us to move forward as well.

— **Ron Kenigsberg,**
President at Miz Mooz