

CUSTOMER STORY

How Weyco and Syndic8 built a better B2B buying experience across five brands with S8 Commerce

Building on an existing relationship

Weyco Group manages five footwear brands, each with its own identity and customer experience. The company serves more than 2,000 independent retail locations, which Weyco defines as owner-operated stores. There's overlap across its brands, but each one targets a different customer and retailer mix.

Weyco had already worked with Syndic8 on product syndication for years. Syndic8 understood the footwear industry, including details like how sizes and widths should be presented and how buyers search and filter products. Syndic8 already had Weyco's product information in its platform, which would become important when the company started looking for a better way to handle wholesale ordering.

At a glance

5Footwear
brands**2,000+**Independent retail
locations**Minutes**To get
product live

The challenge

Weyco's homegrown wholesale ordering system had become difficult for customers to use. Many retailers didn't want to use it because navigation and checkout were cumbersome, product information was limited, and checking inventory across footwear sizes involved trial and error.

Weyco went through an RFP process and got close to choosing a vendor. The company needed a platform that could improve the buyer experience while fitting the economics and structure of its independent retail business.

As Weyco evaluated its options, three requirements became especially important: pricing, flexibility, and the ability to build on its existing product foundation.

What Weyco needed

Pricing

Keeping platform costs in line with the volume moving through the independent retail channel, while still supporting flexibility and scale.

Flexibility

Supporting five distinct storefronts, each with its own identity, merchandising needs, and customer experience.

Shared product foundation

Building commerce on the product foundation already in place to reduce setup work, speed up publishing, and connect syndication with wholesale commerce.

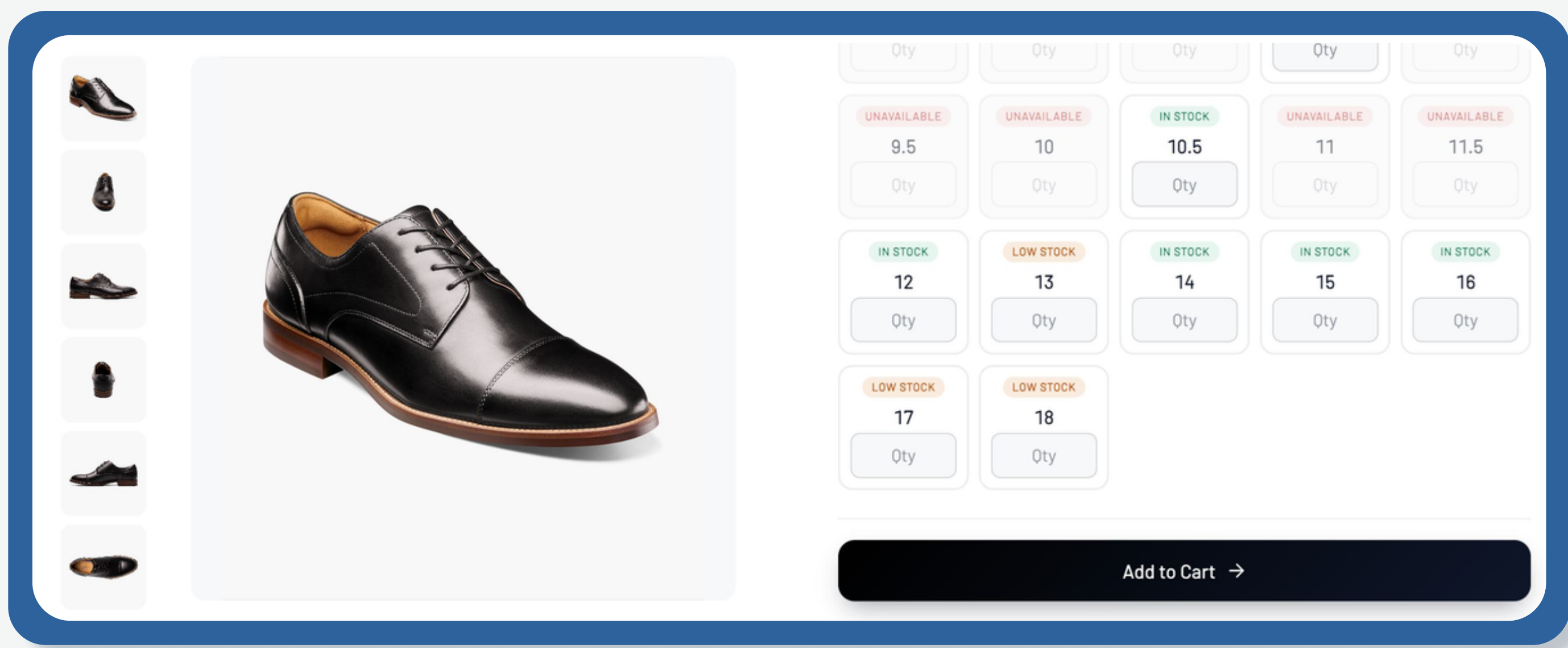
“Pricing was critical. We needed flexibility and scalability, but also a price point that made sense for us to move forward.”

–Jeff Douglass,
Vice President Marketing, Weyco Group

Why Weyco chose Syndic8

Syndic8 already understood Weyco's product data and the footwear industry, including details such as how sizes and widths should be presented and how buyers expect to search and filter.

Because the product information was already in Syndic8, Weyco could get the commerce system running quickly. The platform could also support the different needs of five brands while using the same underlying technology and product foundation.



“We had a clear list of the features we needed, and Syndic8 delivered exactly what we were looking for.”

–Jeff Douglass

Built around Weyco

Weyco’s customer service, IT, sales, and marketing teams worked closely with Syndic8 throughout the build of S8 Commerce, bringing in the workflows and details that mattered to both employees and retailers.

Syndic8 used that input to shape S8 Commerce around Weyco’s requirements, from merchandising and inventory visibility to multi-store ordering and footwear-specific details like sizes, widths, search, and filtering.

The result: S8 Commerce

Easier for retailers to use

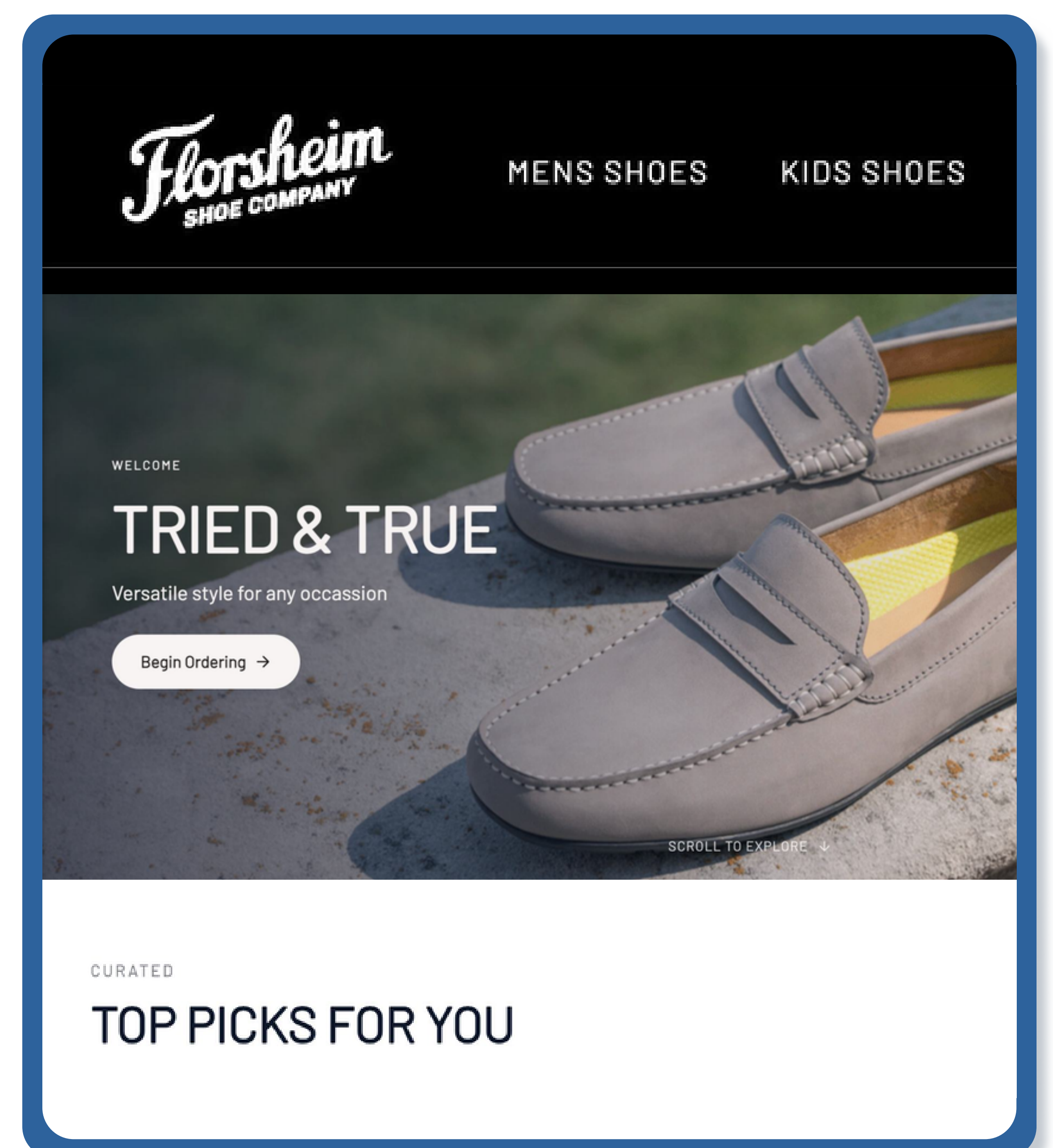
Retailers can find products, check inventory across sizes, reuse common size distributions, and place orders across multiple locations through a more familiar ecommerce experience.

Faster for Weyco to manage

Weyco’s teams can manage storefronts and merchandising themselves, with products going from source data to a live storefront in minutes.

Built to support more channels

Weyco is focused on bringing more retailers onto the platform, with opportunities to support international growth, additional marketplaces, and more analytics and automation as usage expands.



“Every single one of them came back and said, ‘Wow, this is so simple.’”

–Jeff Douglass

Make B2B buying easier for your customers

See how S8 Commerce can help you create a more flexible buying experience while building on the product data and systems you already have.

LET’S TALK

Syndic8 is a Boston-based SaaS company, offering data management solutions for the e-commerce industry.



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