

Sporting Goods Brand Achieves 21% Increase in Total Revenue with Composable Commerce

COMPANY OVERVIEW

Our client, a leading Sporting Goods Brand, understood that gear plays a critical role in an athlete's success. With a rich history and a commitment to excellence, the company set out to reimagine the omnichannel shopping journey so customers can find exactly what they need.

THE CHALLENGE

Monolithic Commerce Platform Stagnates Growth

Like many businesses during the pandemic, Sporting Goods Brand faced new complexities in scaling its digital operations to meet consumer expectations.

But, the company's monolithic commerce platform came with its own set of challenges that stagnated the company's online growth:



Lacked the Extensibility

to add new features and functions without damaging system interdependencies.

Poor Scalability

to support business, risking disruptions in the customer experience.

Needed Integration

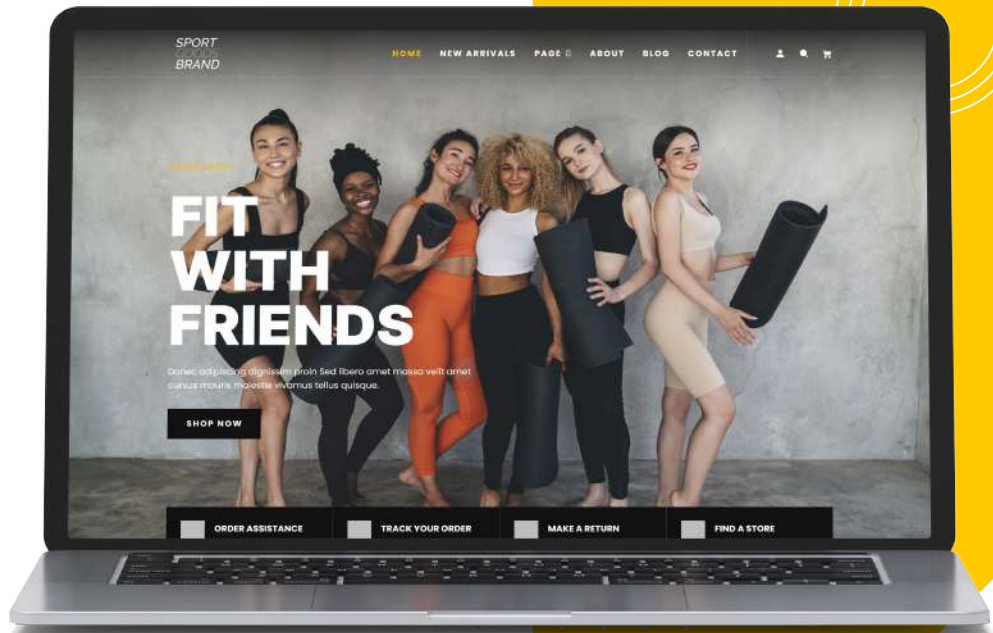
between Emarsys customer data platform and eCommerce platform to ensure customer data integrity.



THE SOLUTION

Solving Complex Business Challenges with Kibo's Composable Commerce Platform

Realizing that a composable commerce solution was what the company needed to solve its complex business challenges, the Sporting Goods Brand chose Kibo's eCommerce and Order Management solutions for its microservices architecture, depth of out-of-the-box functionality, business-friendly UI, and extensibility.



Transforming its digital operations with Kibo, the Sporting Goods Brand has been able to:

Maximize speed to market and flexibility.

By replacing its monolithic platform with Kibo's modular solution, the Sporting Goods Brand can build upon its commerce tech stack with best-of-breed solutions as needed.

Extend the order management system.

With thousands of retail stores, the Sporting Goods Brand needed to avoid channel conflict as it scaled its DTC channel. The company was able to quickly deploy and leverage dynamic fulfillment models in Kibo OMS, allowing the Sporting Goods Brand to fulfill online orders with physical store inventory.

Seamlessly integrate data and systems.

Product catalog data format is stored on the Kibo eCommerce platform, which preserves and updates vital information such as localized prices, inventories, and availability to ensure data accuracy after exporting files to Emarsys' CDP. When the data is ready for publication, the application generates a new version of the feed file and publishes it to the designated public URL.



THE RESULTS

Future-Proof Commerce Tech Stack

The Sporting Goods Brand customers expect both innovative products and shopping experiences, and the retailer can now live up to those expectations with Kibo's scalable and extensible composable commerce solutions. No longer beholden to a monolithic platform, the Sporting Goods Brand has the flexibility to modify and adapt without 'ripping and replacing' an entire system or disrupting the customer experience.

Since embarking on its digital transformation, the Sporting Goods Brand has out-performed expectations:

