



WORLDWIDE GOLF
GET THERE

CASE STUDY

Worldwide Golf Sets the Foundation for Omnichannel Customer Experiences with Kibo Order Management and Trika Technologies

COMPANY OVERVIEW

Worldwide Golf is one of America's leading discount golf equipment retailers. With over 80 stores spanning 20 states, the retailer operates under various trusted brand names recognized by golfers nationwide, including Roger Dunn Golf Shops and Edwin Watts Golf Shops.

THE CHALLENGE

Worldwide Golf faced the challenge of unifying their multi-brand eCommerce operations, which were running on various commerce platforms. Continuous mergers and acquisitions resulted in 80 stores, 2-3 warehouses, and six different eCommerce sites. However, the retailer lacked an integrated order management system (OMS) to route orders effectively across these disparate systems.



THE OPPORTUNITY

With an immediate need to connect its various platforms, streamline order routing, and enable stores to fulfill orders, Worldwide Golf partnered with Trika Technologies to implement Kibo Order Management.

Faster Time to Market

Kibo OMS offers robust order management capabilities out-of-the-box and its composable technology supports quick time-to-market with a phased implementation approach. This flexibility allowed Worldwide Golf to adapt and grow without extensive downtime or overhaul of existing systems.

Improving the Omnichannel Customer Experience

Implementing Kibo OMS provided the necessary foundation to automate fulfillment from multiple locations, scale for growth without system disruptions, and make the store returns and endless aisle experience more seamless.

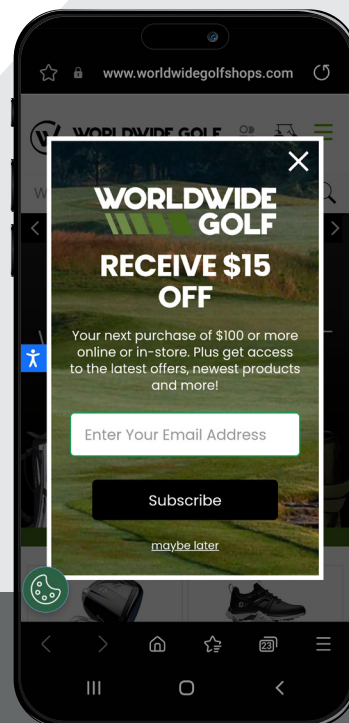
Middleware Re-Engineering

To bridge the back-end and front-end operations on a robust, Worldwide Golf was able to leverage Kibo OMS and Trika's CQube integration platform for the following:

Unified inventory data into a single system.

Real-time order flow, ensuring a seamless order flow from front-end to Warehouse Management Systems (WMS).

Real-time synchronized customer data from front-end to Enterprise Resource Planning (ERP) systems.



Where to Next: Going Omnichannel for Multi-Brand

As Worldwide Golf advances to the next phase of digital maturity, we continue to be their trusted partner. Our ongoing initiatives include using the Kibo OMS to enable Buy Online, Pick Up In Store (BOPIS) and Buy Online, Return In Store (BORIS) capabilities.