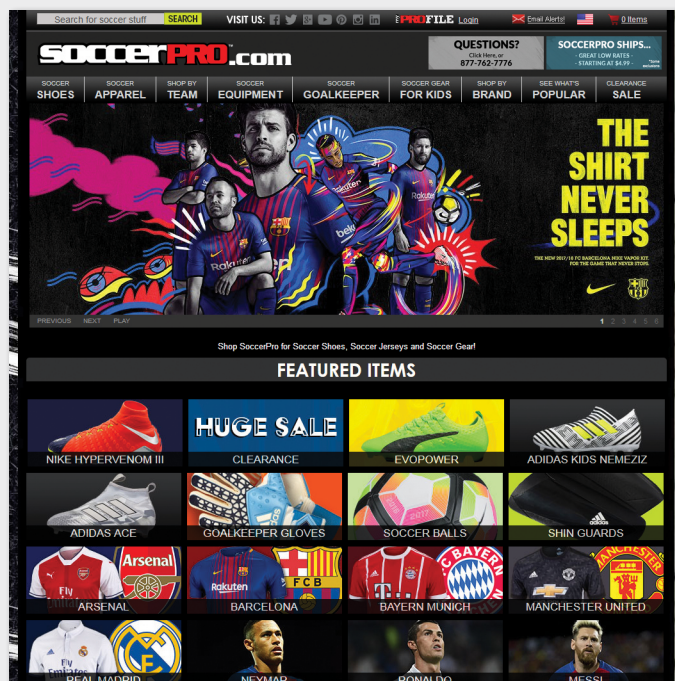


# CLIENT CASE STUDY



With the FIFA World Cup coming up, we needed to upgrade our digital commerce platform to capitalize on this massive opportunity. We were nervous about this change but Pulse Commerce delivered with speed, agility and high quality. We scored BIG!

—Tony Marrero, Director SoccerPro



## INDUSTRY

Soccer apparel, accessories and gear

## REQUIREMENTS

- Accurate real-time inventory visibility and warehousing control across all channels
- Multi-brand, multi-site commerce platform with site level flexibility and easy centralized management
- Customer-specific wholesale and retail catalogs, pricing, discounts, shipping and taxes
- Reliable online fraud management and prevention tools
- Call center and customer service capabilities
- Best-in-class mobile commerce capabilities without admin overhead
- Rich customer experience with the right combination of user-generated content (social, video, blog, etc.) and commerce
- High performance & scalability during peak season with 10x normal traffic
- Superior support for international sales via GlobalShopex

## SOLUTION

Pulse Commerce Order & Inventory Platform + Ecommerce Solution

## RESULTS

- SoccerPro revenue increased by 25% over prior year
- International revenue increased by 24%
- Mobile revenue increased by a whopping 82%
- Website conversion rate grew by 6%
- Average Order Value (AOV) increased by 8%
- Data entry and fulfillment errors decreased by 20%

## SITUATION ANALYSIS

Founded in 2004, SoccerPro sells soccer performance gear and licensed apparel throughout the U.S and abroad. The soccerpro.com and soccermaster.com websites collectively serve as the ecommerce arm for their six brick and mortar locations, as well as their call center (which manages bulk and B2B orders). The company needed an omni-channel commerce solution, with enterprise order and inventory management capabilities, and a fast deployment, to capitalize on anticipated growth in sales for the World Cup Soccer Tournament in the summer of 2014.

## THE CHALLENGE

SoccerPro had outgrown its legacy CORESense solution of 6 years, and needed a more robust and modern solution that could power its aggressive growth plans. SoccerPro also wanted a technology partner who could deliver innovation and agility in order to keep pace with ever-increasing consumer expectations. As an omni-channel merchant, SoccerPro needed a solution that enables all customer touch points to share and transfer information in real time. The legacy system was a drag on productivity, requiring manual processes, while providing inconsistent reporting and inadequate promotional tools. Data integration with third-party vendors was inconsistent and cumbersome. Also, SoccerPro wanted to supercharge its SEO, mobile and social media presence while allowing the company to capitalize on unique merchandising opportunities straight from manufacturers like Nike, Adidas and Puma.

## THE SOLUTION

Pulse Commerce Order & Inventory Management Platform + Ecommerce Solution

## MULTI-BRAND, MULTI-SITE COMMERCE PLATFORM AND OMS IMPLEMENTED IN RECORD TIME

- Powerful yet easy-to-use site management tools enabled SoccerPro to quickly launch two uniquely branded websites connected to a single back-office
- Streamlined order management with flexible fulfillment options to optimize inventory, reduce stockouts, and ship faster -- increasing customer satisfaction
- Native loyalty program features allow SoccerPro to drive repeat sales without margin erosion.
- Pulse Commerce eliminated all inventory inconsistencies and reporting limitations, providing full, real-time, omni-channel inventory visibility and enabling accurate demand forecasting.

## HIGH PERFORMANCE DELIVERED IN THE CLOUD - 10X SITE TRAFFIC HANDLED WITHOUT A PROBLEM

- Traffic soared by 10x average volume during the World Cup, and the websites scaled seamlessly
- No additional IT investment was required, thanks to Pulse Commerce's elastic cloud delivery model
- Reduced online fraud and manual order reviews through off-the-shelf integration with Kount SaaS anti-fraud solution.
- Pulse Commerce's highly scalable commerce suite provides customer-centric shopping experiences with fully integrated order management across all channels and touchpoints

## SOCIAL, MOBILE, CONTENT AND COMMERCE CREATES A WINNING COMBINATION

- Blog, videos and user-generated social content are now visible throughout the consumer's shopping journey, maximizing their visibility and contextualizing products
- The combination of product related conversations on Twitter, Facebook, Instagram and Vine rapidly build brand awareness and enable story-telling
- The new, cutting-edge mobile commerce site yielded an immediate sales and conversion boost

## A SOLUTION FOR MERCHANTS WHO WANT TO GROW FASTER AND RUN BETTER



Pulse Commerce enables us to exceed our customers' expectations across every channel, from the very first interaction to fulfillment and everything in between. This drives our business growth and profitability, and the results speak for themselves.

— Tony Marrero, Director, SoccerPro

