



Zero to a Hundred in Under Seven Months

Sports Experts races into the e-commerce space with Orchestra Commerce Cloud



Sports Experts is the largest sporting goods retailer in the province of Quebec, providing a decidedly 'fashionable' edge to athletic outerwear, clothing and footwear. With over 70 stores and close to 50 years of experience, Sports Experts is not only a household name in Québec and throughout Canada but is also a cornerstone of FGL Sports' premiere sporting goods retail franchise program.

Sports Experts partnered with Orchestra to create a new transactional website that empowers mobile commerce. The organizations also worked together to define and implement the back-office processes required to support their omni-channel vision for an exceptional customer experience.

ADAPT

Rapid time to market with a new fully transactional and responsive website, in time for Black Friday.

PERFORM

Centralized products, merchandising, inventory management and order fulfillment ensure seamless customer experiences.

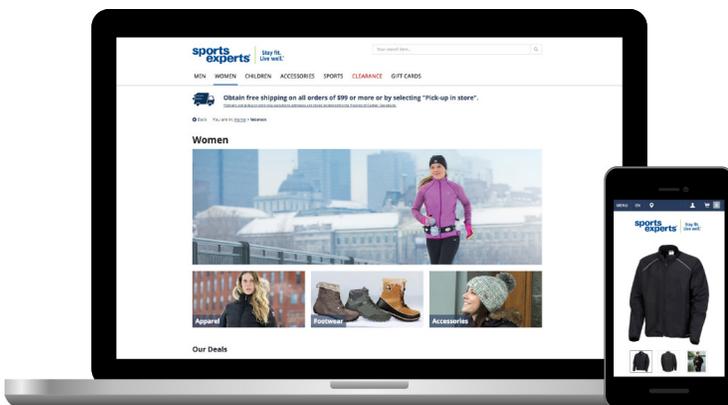
INNOVATE

A flexible commerce foundation in place enabling FGL to innovate and extend to other franchise banners.

THE SITUATION

Sports Experts' web presence included product, promotional and store information accessible via their website; however, the site was not transactional. The need for change was highlighted by the question most often received by customer support representatives: "How do I make a purchase on your website?"

With the retail knowledge of running hugely successful stores, Sports Experts still needed a partner with e-commerce and omni-channel experience to help shape the organizational transformation, especially with such an aggressive timeline. The franchise model that Sports Experts operates also presented challenges in terms of inventory management, order fulfillment and sales allocations.



"Orchestra provided the technology and the commerce knowledge to kickstart our digital transformation. As we gain experience, it has become clear that we could not have achieved such exceptional results in such a short timeline without Orchestra's drive and support."

Jean-Stéphane Tremblay
Executive Vice-President, FGL Sports

THE SOLUTION

Sports Experts' goal was to seamlessly blend the online and in-store shopping experience for their customers to ensure the customer journey would be fluid and effective. By allowing customers to shop when and where they want, the expectation was that traffic in stores, as well as online, would increase.

UNIFIED COMMERCE ON A SINGLE PLATFORM

The solution uses Orkestra Commerce Cloud as the central point for product information, pricing, order management and promotions. Leveraging the starter site that is included with Orkestra Commerce Cloud allowed Sports Experts to get to market quickly with a feature-rich, fully responsive website. During this time, Orkestra worked closely with Sports Experts to build back-office processes to enrich product data and offer customers a rich online experience.

FRANCHISE ORDER FULFILLMENT, SIMPLIFIED

From a fulfillment standpoint, the franchise model was extra incentive to ensure that orders placed for pick-up in a given store would be fulfilled using the store's inventory. In order to ensure the best customer

experience in all locations, an order can always be placed for pick-up in store even if the store is unable to completely fulfill it. The order fulfillment logic allows for the distribution center to act as a back-up to store inventory should certain items be out of stock, including splitting orders.

ON TARGET MERCHANDISING

As a leading retailer, intricate promotional campaigns, sales pricing and merchandising is a huge part of Sports Experts' success. Orkestra Commerce Cloud provides the flexibility to program different types of promotions and pricing and create the supporting merchandising content all with active start and end dates and times.

OMNI-CHANNEL GIFT CARD PROGRAM

Gift Cards are a huge part of Sports Experts' business. Orkestra Commerce Cloud's payment provider integration allows online or in-store purchased gift cards to be used online or in-store. Thus providing complete flexibility for the customer.

THE RESULTS

With Orkestra's help, Sports Experts now runs a modern, fully responsive transactional website. The business users are empowered through Orkestra Commerce Cloud so product data and promotions are updated often and with little to no involvement from IT. During the 2015 Black Friday weekend, Sports Experts processed a significant number of orders while operating a stable and scalable website. In the first two weeks, the site generated revenues exceeding their expectations. Since the launch of the site, a large percentage of orders placed have been for a pick-up in store. Franchisees are very pleased as this is not only resulting in direct sales but also increasing foot traffic, providing opportunities for even more engagement.

Moving forward, FGL Sports plans to roll out the success of the platform to the other banners of the sporting goods retail franchise program, including Atmosphère and Intersports.



Founded in 2006, Orkestra is a software and services company and provider of Orkestra Commerce Cloud, a unified commerce solution for mid-size and large enterprise retailers, grocers and branded manufacturers. Powered by unique Commerce Orchestration™ technology, Orkestra Commerce Cloud goes beyond traditional e-commerce solutions and platforms by allowing brands to deliver streamlined customer experiences across physical and digital touch-points, all from a single platform running on Microsoft's Azure Cloud.

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