



CASE STUDY:  
**SPORTING GOODS  
RETAILER**

# INTRODUCTION

Leading sporting goods retailer partners with Datasource Consulting for an Informatica PowerCenter implementation, integrating data between multiple systems for the launch of a dynamic online store.

## BUSINESS FOCUS

This premier sporting goods retailer has more than 1,000 retail stores in over 30 states and specializes in footwear, equipment, and apparel. The company features athletic gear and athletic leisure gear from popular brands such as Nike, Jordan, Under Armour, Adidas, Reebok, The North Face, and more.

## CLIENT CHALLENGE

With both large and small-scale purchases, today's modern consumers would prefer to shop online than visit a retail store. Forbes projects total retail e-commerce sales to reach \$353.6 billion in 2017 and grow to roughly \$485.2 billion by 2021. Customer expectations for ease of online shopping are growing higher daily, and this client's outdated digital presence was not equipped to handle the growing demand. Like all retailers, the company was under pressure to deliver an interactive online experience, where integrations with inventory systems, loyalty programs, social media channels and promotions are all available and seamlessly connected.

Our client recognized that since most comparable companies today have a parallel online presence, retail differentiation is challenging. Omnichannel merchants such as Walmart and Amazon offer similar products, and individual sports brands (i.e. Nike, Under Armour, etc.) offer their inventory online. This makes it difficult for retailers, including this sporting goods company, to stand out and build a loyal customer base. To compete in this complex retail marketplace, this company's leaders made it a top priority to build a highly-interactive digital commerce platform. They believe this strategy will increase competitiveness and deliver the high-touch user experience that customers have come to expect from their brand.

## THE DATASOURCE SOLUTION

Working within a tight timeline, the retailer turned to Datasource Consulting for its extensive data warehouse experience as well as its integration, design, and development expertise. To start, Datasource consultants worked with the client's business units and IT team to facilitate communication and gather project requirements. Datasource also applied data integration best practices and a unique methodology specifically designed for the online retail environment.



## THE SOLUTION CONTINUED

To build this digital commerce platform, the Datasource team started by developing an in-depth integration plan to connect data from the company's internal in-store infrastructure with external vendors and partners' systems. Datasource leveraged Informatica PowerCenter architecture for design, development, testing, and documentation.

Datasource has been partnering with this sporting goods retailer to develop and deliver the framework for the retailer's digital commerce platform, integrating it with in-store operations, POS, and order management systems. Moving forward, this retailer will have access to real-time data to streamline order management, including store fulfillment, orders, and returns. This level of integration will also give team leaders the ability to examine customer habits and buying trends while improving data quality and data management for optimized retail analytics.

## SOLUTION ROADMAP

The Datasource Consulting team started by defining technical requirements, working from the company's business requirements. Next, Datasource consultants created a detailed ETL plan. The five-person Datasource Consulting team is now rapidly and incrementally developing working ETL mappings, workflows, and related objects. They are also developing an ETL unit test plan. The ETL tasks required to build integrations between the company's various systems and databases include: AS400/DB2, SQL Server, XML, and flat files. Data will eventually be integrated between related applications and systems including:

- Demandware (Salesforce Commerce Cloud) eCommerce Platform
- Radial - Order Management System (OMS)
- Manhattan Warehouse Management Systems (WMS)
- JDA Merchandise Management Systems (MMS)
- Customer Loyalty System (Relate/ MVP)
- Point of Sale (POS), Locate (Order Brokering)
- Related In-House & 3rd party applications

## WHAT'S NEXT?

Today, the Datasource Consulting team is on track to meet the project deadline and is rapidly delivering ETL-related tasks. The sporting goods retailer is pleased with the efficiency, high-quality consulting services, and integration results produced thus far. Company leaders are already looking forward to future phases of the project, which will include building out the platform to help deliver highly-personalized shopping experiences for online customers across all devices.





Looking ahead, the retailer is confident data integrations across the platform will empower merchandise and inventory managers to quickly sync products, pricing, and category management strategies. This in turn will help to drive sales and encourage customer engagement and loyalty. The retailer is confident that this integrated platform is the foundation for improving sales and offering more dynamic campaigns and promotions tailored specifically to unique customer segments.”

In future phases of development, the client will also blend all offline and digital channels with responsive design, mobile APIs, and seamless integration with social channels. In doing so, company leaders are confident the brand will be competitive, both online and offline, and attract engaged and loyal customers.

---

## WE ARE PASSIONATE ABOUT DATA

**We are a consulting company that focuses exclusively on enterprise data management, including both strategic and implementation services. We are experts in data architecture, data integration, data quality, data governance, MDM, reporting & analytics, and program management.**

We employ the best and brightest experts in the industry. Datasource Consulting not only remains close to the latest technology and industry trends, but we also help move the needle with thought leadership in areas such as BI in the Cloud, Agile BI, and Big Data.

Empowered with a proven methodology that embraces Agile and Lean principles, Datasource Consulting knows how to make your project and program successful.

## PARTNER WITH US

Contact us to learn more about how our data integration solutions can provide your organization with access to improved information enabling leaders, to make well-informed decisions and achieve more efficient operations.