

# Made In Sport



SOLUTIONS



e-trade and retail outlet, a multi-channel in action



## Made In Sport, in a few words

Made In Sport, the leading multi-channel specialist distributor of Sports News articles, has a network of 24 retail outlets including 4 official club boutiques; a mail order business with the Made In Sport Live catalogue, the clubs catalogue and the 12 e-shops improve earnings and create traffic to the Web sites.

## Context, project target

Made In Sport, a major specialist distributor, trades in the business-boosting paraphernalia surrounding sports stars, news and events in retail outlets and on the Web at periods of heavy media promotion. To meet the strong growth in demand for tele-shopping, Made In Sport wished to be equipped with a multi-channel tool to support that demand guaranteeing both the expected performance and a high functional level while ensuring coherence for the information system as a whole. At the same time, the company had to take into account specific aspects of the virtual environment, for instance its capacity for managing a number of white brand boutiques, for instance to put one on line within 48 hrs, or even to monitor customer accounts. IT tools able to cope with brand trends were vital to meet those challenges.

## Project targets, major solution-related expectations

The purpose of the deployment of Generix Collaborative Entreprise is to have available a single tool capable of meeting conventional mail order requirements (mail orders, telephone orders, call center management) and those of e-trade. Modelling of sales operations must be possible to keep abreast of marketing creativity requirements.

E-trade and mail order must be underpinned by the same calculation engines and the same data stored at the same location without either redundancy or replication. Mail order customers and internauts must also be able to benefit from the same promotional operations and all the advantages whatever channel is used. Catalogues (Web and paper) must be flexibly manageable at a single location while allowing varied presentations depending on context and stock levels. Learning and familiarization of customer relations and order input tools must be performed in record time, the call center personnel must be able to adapt to the sports events diary.



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The close monitoring of customer behaviour should enable customers to be recipient to highly relevant promotional actions. Lastly, the new solution should provide the following advantages: single account management, order monitoring whatever the source channel, real-time vision of stocks, adaptation to Web specificities. The sought after tool must therefore address those requirements while offering a capacity for corporate requirements development anticipation.

## Selected solution

As a loyal user of the Agil suite, Made In Sport was without difficulty able to meet the specific challenges of retail outlets: in the context of integration with the legacy system, it offers a dependable capability of real-time feedback of information and simplicity of operation for retail outlet staff. Made In Sport very recently decided to continue on that path by adding to its system an ERP application already used by 300 major accounts: Generix Collaborative Entreprise, selected notably for its overall flexibility of operation, parameterization in line with business needs, ergonomic user screens and its excellent deployment time.



webstore  
Tour de France

The global integration project has been assigned to Solucia, GENERIX Group's partner and a leading tele-shopping specialist. CYO has been assigned design and site presentation tasks. Aspaway is responsible for the hosting of the technical infrastructure.

## Results, advantages

Generix Web technology (eGX) has allowed Made In Sport to address its application maintenance challenges in the customer domain, to register new on-demand customers, to take charge of tele-shopping input kinematics and to put new Web boutiques on line in record time. That solution's relevance and data wealth encourage users to access at any time updated information contributed by value chain players. Made In Sport thus benefits from an innovative, open-ended technology sized to meet its needs. But beyond the advantages and complementarity of the Agil and Generix collaborative Entreprise offers, one condition of choice also lay with what only GENERIX Group and its partners could provide: a dedicated team, aware of customer needs and backed by deep business and distribution expertise (tele-shopping and retail).



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