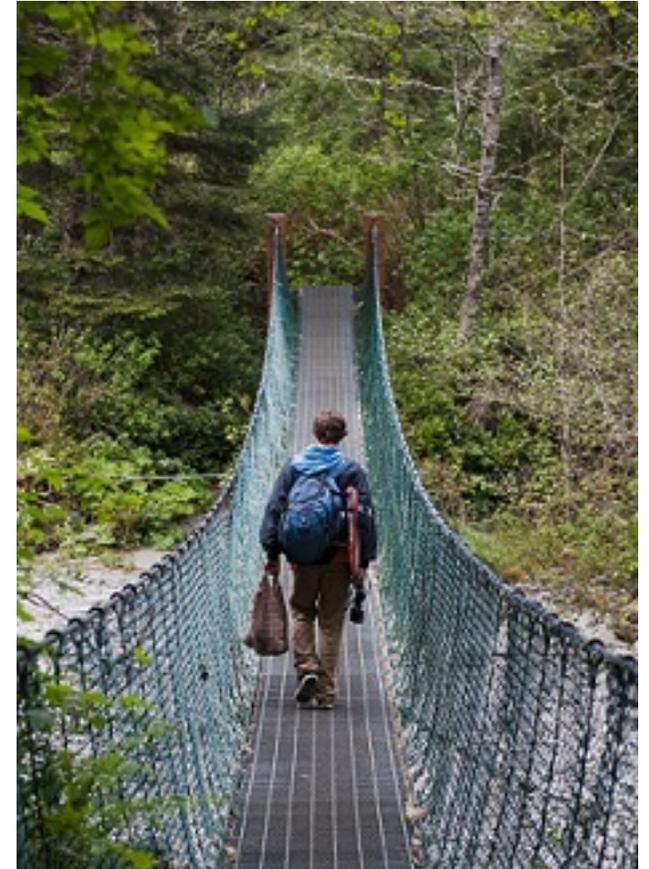


# Wholesale Sports Outdoor Outfitters: Increasing Sales by 40% with SAP hybris® Commerce

Sportsmen and sportswomen who have a passion for hunting, camping, and fishing and a love of the great outdoors rely on products from Wholesale Sports Outdoor Outfitters. Wholesale Sports is a wholly owned subsidiary of UFA Co-operative Limited, with 13 stores in western Canada. But the company's existing open-source e-commerce platform was out-of-date and incapable of delivering the robust user experience the company needed to serve its customers. It turned to the SAP hybris® Commerce solution for a new online shopping experience.

The eight-month deployment went smoothly. Within the first three months of operation, the new WholesaleSports.com has delivered outstanding results for the overall business. Since launch, year-over-year comparisons indicate increases across several major key performance indicators, including improvements to the top line and bottom line. Customers are using and enjoying the new Web site like never before.



Picture Credit | Used with permission.

# Wholesale Sports evolves with SAP hybris® Commerce

## Company

Wholesale Sports Outdoor Outfitters

## Headquarters

Calgary, Canada

## Industry

Wholesale distribution

## Products and Services

Apparel, sporting goods

## Revenue

US\$110 million

## Web Site

[www.wholesalesports.com](http://www.wholesalesports.com)

## Objectives

- Develop a new online shopping experience to improve user experience and customer loyalty
- Increase visitor traffic, the customer conversion rate, and the percentage of orders completed
- Decrease the shopping cart abandonment rate

## Why SAP

- Most comprehensive e-commerce solution with the functionality to meet all business needs
- Improve the product catalog and the brands carried

## Resolution

- Delivered on time after an aggressive eight-month implementation
- Utilized multiple add-ons from the SAP hybris® Commerce solution
- Successfully migrated 30,000 customer profiles and 50,000 stockkeeping units
- Customized the back-end system to confirm firearm license verification and to comply with firearm shipping regulations

## Benefits

- Continued sales growth while reducing marketing spend, thanks to the retirement of an antiquated mail order and catalog business
- User experience improved, resulting in increased conversion rates on sales
- Future projects planned to evolve the user experience and grow the business on the new infrastructure

## 40.3%

Increase from previous year's online sales

## 11.8%

Increase in conversion rates

## 11.5%

Decrease in bounce rates

## 60%

Reduction in marketing spend

## 19.3%

Increase in direct business

## 1.4%

Increase in site traffic

“We selected hybris because it offered the most comprehensive enterprise solution for us. We’re focused on improving relevancy and making products the hero. We want to elevate the product catalog and the brands we carry.”

Adam Dorval, E-Commerce and Digital Strategy Manager, United Farmers of Alberta, Parent Company of Wholesale Sports Outdoor Outfitters

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