



Multi-channel B2C eCommerce with Enfinity Suite 6

ActionVillage (www.actionvillage.com) is a leading online retailer specializing in paintball, snowboard, BMX and skateboard equipment and apparel. Founded in 1998, ActionVillage was one of the first retailers in their industry to leverage eCommerce. As business began to rapidly expand in 2003, they migrated to Enfinity to take advantage of a stable and high performance eCommerce platform. Since then, sales volumes have increased steadily and ActionVillage continues to grow with the support of InterShop's Enfinity Suite 6.

The Challenge

With their business steadily growing, ActionVillage met different challenges, from supporting its call center to upgrading the warehouse management system. This called for a solution with more complexity and more connectivity.

Further difficulties came from accessing new markets, introducing new catalogs and keeping up with the latest trends on Facebook, Twitter, Myspace, Blogger to reach the generation most relevant in their business. Staying ahead of the competition meant the business would have to maintain very thin margins and reduce its error tolerance.

All of these business challenges demanded a more flexible, more efficient and nimble eCommerce system to easily connect with other systems, add or edit new channels and catalogs in a snap, offer new promotion models without redeveloping any code, and grow with their business on demand.

The Solution

ActionVillage decided to leverage InterShop's Enfinity Suite 6 eCommerce platform to power their online store, based on the solution's ability to adapt and grow with their changing business requirements. Enfinity allows ActionVillage to centrally manage all online business relations and streamline internal business processes across a complex organization.



The Approach

With the multi-site architecture of Enfinity Suite 6, ActionVillage runs multiple channels simultaneously including:

- www.actionvillage.com
- Chicago-area Retail Store
- Amazon
- Direct Call Center

All channels are powered by a single instance of Enfinity Suite 6 with daily content refreshed and syndicated to a 60,000 item master catalog to all channels and replicated to the production environment with zero downtime.

Enfinity's flexibility and open architecture allowed ActionVillage to make a number of customizations over the years to fit their business model:

- **Return Merchandise Authorization** allows an efficient return process and gives their customers a "satisfaction guaranteed" feeling. Customers can call or e-mail to get an RMA # with which they can ship the returned product back for either an exchange or store credit.
- **Support Center** provides a call center application that is simple and effective. With a proxy buying process, call center representatives can register and submit orders on behalf of the customer, and confirm all orders by phone and email.
- **EasyAsk Search Engine Integration** for multiple search result filtering options.

“Intershop helped our store reach new customers, expand our online presence and become the leading action sport equipment and apparel provider. With regard to our latest installment of Enfinity Suite 6, we’ve found that Intershop is committed to our business’ future growth and can help us with every step along the path.”
 Dave Murack, IS Director, ActionVillage, Inc.

→ **Inventory Management** with real-time inventory and split ordering when some products are out of stock

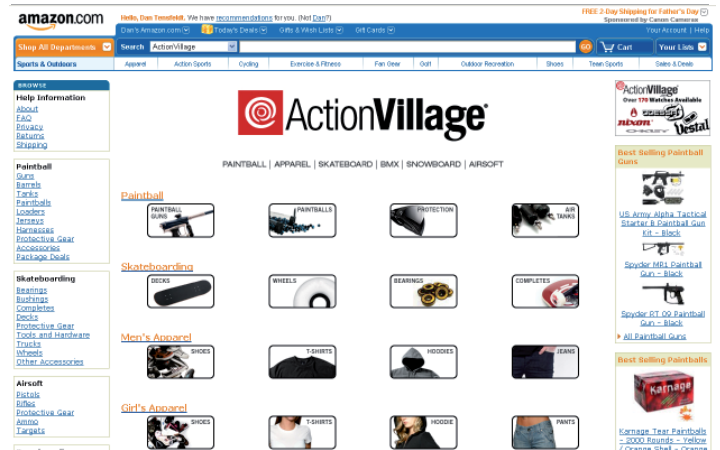
Result

With Enfinity’s ability to help businesses rapidly create and uniquely brand new channels, ActionVillage can easily manage their entire online business from a central location. ActionVillage can also take advantage of Enfinity Suite 6 even further with specialized store campaigns and separately branded stores aimed at specific customer communities.

ActionVillage’s continued business growth and expansion into new markets is very much dependent on the technology and services provided by Intershop. With solutions to meet every model from B2C, B2B as well as Partner and Supplier Channels, Intershop can help your organization meet and exceed today’s technology initiatives and tomorrow’s business goals. To learn more about Intershop, please visit us at www.intershop.com.

Technical Highlights

- Based on Enfinity 6.2
- Platform to enable unlimited unique specialty stores with no additional coding required
- High performance, scalable solution
- Hardware: SunFire servers
- Operating System: Solaris
- Database: Oracle 10g



Project Overview

Business Model:

- Multi-Channel B2C

Industry Segment:

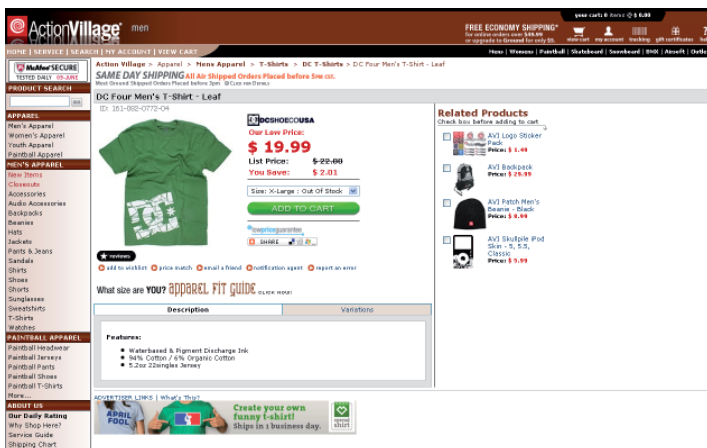
- Retail

Integration Partners:

- Intershop Consulting Services
- SysIQ – Intershop Hosting and Monitoring Partner

Online Shop URLs:

- www.actionvillage.com



INTERSHOP™

Intershop Communications Inc.

282 2nd Street, 2nd Floor
 San Francisco
 CA 94105, USA

Phone +1-415-844-1500

Fax +1-415-844-3800

info@intershop.com

www.intershop.com