


stadium®

Sports Retailer Stadium Leads E-Commerce Field

About Stadium

Stadium is a major sporting goods retailer, serving customers at stores in Sweden, Finland and Germany. Set up by two brothers Ulf and Bo Eklöf, with a vision of sports arena-style stores offering customer experiences to inspire customers to lead an active and healthy lifestyle and to try out products in store, Stadium offers destination shopping. With millions of visitors to its e-commerce sites every month, Stadium now leads the field in Nordic e-commerce thanks to the Intershop Commerce Suite software. www.stadium.se

Going Online

Planning for Stadium's first e-commerce project started back in 2005, at a time when mail order companies and Internet pure plays ran most e-commerce websites in Sweden. Most traditional retailers had yet to set up an e-commerce operation.

The initial e-commerce site, www.stadium.se, went live in 2007. Customers could choose from multiple channels and were able to order online and pick up from the store, or order in-store and have the item delivered to their home if it was not available in-store.

It was a major investment. Stadium's multi-channel solution worked with multiple systems including purchasing and stock systems.

Fredrik Persson, e-commerce manager at stadium, explains, "That first project was very successful. There was a huge 100% year-on-year growth in online sales during those first few years. Revenue has tripled since 2012."

Originally operating in Sweden, Finland and Denmark with the Stadium concept, the retailer has since closed the Denmark operation and opened in Germany. With the addition of Stadium Outlet in Sweden and Finland as well as Stadium Pulse stores which have an online presence in Sweden, the organization now has six different web stores. Its operation continued to go from strength to strength.

Growth and Change

By late 2015 the retail world had changed once again and Stadium faced the next phase of its business challenge. Not only had its online channel grown exponentially, but its market had evolved, too. In short, customers' proficiency with shopping across multiple channels had matured significantly.

"Customer expectations are now the highest they have ever been," continues Persson. "Online is no longer a novelty, so there are no excuses. Everything should just work. Performance can't be just 'OK', it needs to be excellent. That means all parts of the customer experience; from deliveries to site performance."

An upgrade was required. The volume of online sales and traffic had increased so much since the success of the first Intershop Commerce Suite, that Stadium was keen to stay ahead of customers' performance expectations. Persson and his team also acknowledged that they had created several customizations to the existing platform between 2014 and 2015 and could potentially use more of standard functionality on a newer platform.

Stadium conducted a thorough review of four leading platforms and quickly concluded that Intershop remained the best technology solution for their growing volume and performance needs. The team continues to be attracted to the way Intershop 'just works', citing



its reliability and ability to handle a lot of transactions. Having already proven its ability to scale Stadium's business into to new markets and with new concepts, the team is confident about continuing to grow its operation with ease.

Intershop as a business suited the retailer too. Stadium appreciates the Company's status as an independent vendor, and that it delivers its projects through an ecosystem of partners with specialist expertise. This allows it to respond quickly to ever-changing market demands and technology. This, coupled with Intershop's history of working well together with Accenture Interactive (Brightstep) clinched the deal.

Persson explains, "The Intershop platform has been very good for us. It is very stable and there has not been a problem with downtime. It has also been good for marketing through multiple channels as you can customize everything."

Structured for Success

Able to move away from some 'old code', the most notable change in Stadium's new web stores is the new user interface where the retailer has continued to innovate and be different. Mobile is also a key aspect for the new e-commerce operation. Having previously built its own, the new platform handles mobile with more responsive web pages.

Fully integrated with 44 different back office and payment systems, Intershop works seamlessly with Stadium's ERP system, warehouse management, product information management (PIM) and newly constructed stock systems platforms. The other notable change is the move to Solr search engine.

Stadium continues to be a huge retail success story. While it has no firm plans to report, it will no doubt continue to innovate, explore new business areas, new countries and formats. When it does achieve yet more growth, the retailer's omni-channel systems will have played a significant role.

ABOUT INTERSHOP

Intershop is the leading independent provider of innovative and comprehensive omni-channel commerce solutions.

How do you achieve ambitious goals in times of change? All you need is a partner who can help make complexity simple.

Unlock your potential with the exciting possibilities of Intershop's unrivaled technology and extensive market knowledge.

For more information on our solutions and services, visit www.intershop.com.

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