

SurfStitch

An online retail revolution

SurfStitch.com began in the backyard shed of one of its creators, with a small budget and a grand vision. SurfStitch was created to fill a purchasing void left by traditional surf shops. With access to all of the major surf brands (including unique and hard-to-get labels) and through a nationwide delivery service, SurfStitch offers shoppers the convenience of real-time new purchase tracking from its vast warehouse to customer front doors.

THE CHALLENGE

Within three years, SurfStitch went from a backyard shed with two employees selling surf gear to a 4,000 square meter warehouse with 150 employees.

Annual sales reached \$30 million and were doubling every year. To handle this rapid growth, the online retailer needed to control the increased volume while managing inventory and shipping logistics. SurfStitch's shopping experience is integral to its business, guaranteeing that customers enjoy a user-friendly, searchable, and personalized shopping experience to keep them satisfied and to build repeat business.

THE SOLUTION

SurfStitch partnered with CGI to implement, configure and integrate the Oracle ATG ecommerce solution with its back-end systems (including inventory and warehouse management, payment processing, faceted navigation, click-to-call, click-to-chat, and customer service).

Oracle ATG Commerce creates a compelling and personalized online experience for consumers to research, shop, buy, and manage their accounts, thereby increasing conversion rates and order sizes. By adding the Oracle ATG Commerce solution, SurfStitch now has access to tools directly controlling the management and display of its products, prices, promotions, and content.

THE RESULTS

SurfStitch's redesigned e-commerce website gets the right product in the right view to the right people. This has enabled the company to add more than 215 brands and 20,000 products to its site. Other benefits include the following:

- Integration with the warehouse allows for orders to ship within 24 hours
- Inventory management ensures it only sell what is in stock
- Increase search engine optimization (SEO) ranking
- System scalability allows for increased growth

CASE STUDY

RETAIL

"Our website is vital to the success of our company. Growing our business rapidly would not have been possible without the partnership of CGI and the Oracle ATG Commerce solution – both partners worked alongside us to evolve the solution to our needs"

Lex Pederson, managing director,
SurfStitch

For more information, please contact us at info@cgi.com or visit www.cgi.com.