

Zanders Sporting Goods Case Study

How America's Sporting Goods Distributor Scaled with Open Source, Integration of a PIM and an ERP, Advanced Search and Speed

OVERVIEW

Zanders Sporting Goods is a national distributor of firearms, camping and outdoor sports equipment based in the American Midwest. It is proud to be 100% wholesale and women owned for over 50 years.

They service US firearms dealers with over 40K SKUs and products, all offered online. With the need to provide national service to their main clients, Zanders needed to update their eCommerce platform from Magento 1, consolidate product information currently being held in various departments of the company, they also needed to integrate their ERP while speeding up communication for both internal and external customers.

"What the CSS Commerce team did for us in 30 days is beyond words. All I can say is that we had an increase of 30% in ROI just from eCommerce improvements!"
Stephanie Zanders,
Zanders Sporting Goods

APPROACH

- A complete system migration and upgrade from Magento 1 (Open Source) to latest version of Open Source eCommerce platform along with advanced search capabilities.
- Added PIM software to consolidate product information management from various departments, improving Marketing, Sales and Logistics department operations.
- Integrated the client's Elliott ERP platform with the PIM to deliver advanced management tools affecting C-Suite, Finances and Accounting.
- Created a mobile app to further facilitate sales including visual search so that buyers do not have to input SKUs but can order on their phone via a picture of the product; also included were logistics planning, inventory management support and bettered administrative communications tools.
- Integrated RabbitMQ to bring all messages together, integrating all software platforms using RPA (Robotic Process Association) to be able to deliver APIs directly.
- Worked with partner JetRails to migrate Zanders to an auto-scaling AWS environment, given that Zanders had a time to first byte (TTFB) of 1.752 seconds and their total load time was an average of 5 to 10 seconds in tests recorded before the migration. This was optimized for speed, security and scalability. Cloud servers were optimized for the needs of the upgraded eCommerce platform, the PIM, Site 24x7's website monitoring tools and their integration between the platform and the Elliott ERP.
- The AWS architecture includes 2 frontend web nodes at off-peak times, but horizontally auto-scales with more EC2 nodes at the ready. Similarly, RDS Aurora databases for the eCommerce platform, the PIM and the Elliott ERP proxy integration are hosted in multiple AWS Availability Zones, addressing the need for failover solutions in case of an outage at an AWS data center. The new fully-managed hosting environment includes a wide range of security and optimization tools including Cloudflare, SanSec and Maldet.

CONCLUSION

RESULTS



System Integration

By integrating their eCommerce platform with both a PIM and their own ERP, Zanders was able to streamline communication, marketing, sales, accounting, and logistics while providing management more tools with real time data.



Advanced Search Capabilities

With a PIM and the ERP integrated, a buyer will quickly receive up to the minute product information, by whatever means searched, whether with product SKU, serial number or product picture, thus improving the buyer experience.



Customized Mobile App for Sales

Product information is centralized and readily available to the sales force, buyers as well as throughout the supply chain, adding availability and logistics support to sales.



Speed Up

Currently, the time to first byte averages 0.189 seconds while the total load time is now consistently down to approximately 2 seconds. With site speed up, cart conversions are significantly improved and direct affect the bottom line.

CONCLUSIONS

- By scaling their eCommerce business with an open source option along with other tools, the client experienced a **3X** revenue increase within **30** days of operation.
- The PIM validated, enriched, and centralized all product data to provide a unified source of accurate and engaging product content delivered instantly to all necessary channels and internal users. The C-suite gained a 360-degree view of their value chain which can be accessed anytime, anywhere.
- We are one of three approved implementers of RabbitMQ in the United States so we may be a little biased. But it allowed us to provide the client with end-to-end integration without the need to upgrade their ERP system and keep project costs to a minimum.

CONCLUSION

About Zanders Sporting Goods

Zanders Sporting Goods is a 100% wholesale distributor located in Sparta, IL. They have been in business since 1965 and is proudly an all-woman owned company committed to outstanding customer service and providing their dealers with the resources they need to be successful.

<https://shop2.gzanders.com/>

About CSS Commerce

Based in the US, we have your B2X eCommerce solutions and service you need for your OmniChannel and shopping solutions. We are expert software integration specialists in building your platform, interconnecting all your data needs with special focus on advanced predictive search and conversion on your site.

Our specialty is in the 3 pillars of online success: Commerce, Product Search and Supply Chain Visibility. These 3 pillars provide an end-to-end look at the commerce value chain. We work with leading midsize and enterprise manufacturing and distribution companies on their B2X and digital transformation strategies, solution selections and implementation.

Open your world to the latest in B2X!

