



# GROUPE ROSSIGNOL Experiences 95% YoY Increase In Retailer Revenue With Distributed Order Fulfillment





**Group Rossignol turned an e-commerce strategy into a simple, omni-channel landscape by connecting their retailer network with online order fulfillment to improve the consumer shopping experience.**



Rossignol replaced a tedious and slow order management integration with an easy-to-use, easy-to-scale Magento plugin, making catalog and brand management effortless and allowing them to engage their dealer network by including them in online sales.

Prior to deploying the Quivers solution, Group Rossignol sold online without the ability to preserve the brand integrity of the 100-year-old business. Their previous e-commerce solution did not give

them any control of the shopping environment or branding. Additionally, any changes Rossignol wanted to make to their catalog had to be communicated to the software maker's customer service team to make the change, slowing Rossignol down considerably.

Rossignol wanted to take back control of their website and their shopping environment. They also wanted to support their retail partners as part of the process of selling online.



GROUPE  
**ROSSIGNOL**

**THE COMPANY**

**Rossignol is the iconic winter sports brand. Rossignol offers a wide array of products for both amateurs and experts in alpine skiing, Nordic skiing, and snowboarding.**

Rossignol can draw strength from its 100 years of forging expertise and breaking new ground, and its close relationship with the greatest champions to mastermind a range of hi-tech and intuitive products designed to give everyone an intense and rewarding on-snow experience that can be shared with others.

**HIGHLIGHTS**



DRASTIC REDUCTION IN CATALOG MAINTENANCE



MULTIPLE ONLINE STOREFRONTS FOR DIFFERENT CUSTOMER SEGMENTS



RETAILERS FULFILLING ONLINE ORDERS



## THE CHALLENGE

Rossignol needed to be able to maintain control of its brand and needed the ability to effectively and efficiently merchandise its online catalog. They were lacking this ability in their previous e-commerce solution.



Part of their efforts to establish control over their shopping environment was the ability to create and position unique environments for targeted audiences. Rossignol needed to have environments for VIP customers, professionals and the general public.

Finally, Rossignol wanted a way to enable and support their retailer network. They wanted an effective way to engage with their dealers, and allow them to fulfill orders placed online with Rossignol.



We needed to find an e-commerce solution that would allow us to expand our online business quickly without losing control of our brands. The Quivers solution is the answer. In addition to brand control, the Quivers solution allows us to reduce the time and cost to promote and deliver our products through many more marketplaces.”

JIM HUNTER | VP OF OPERATIONS AND CFO  
AT GROUP ROSSIGNOL NORTH AMERICA



## THE SOLUTION

Once the Quivers solution was live, Rossignol was able to **manage a single master product catalog** to create various online marketplaces, with each marketplace merchandised uniquely to appeal to a targeted audience, and fulfillment rules configured to enable retailer fulfillment.

With Quivers, Rossignol was provided the freedom to sell online to their VIP customers, professionals, and general consumers while controlling how their branding was reflected to customers, and who fulfilled the orders. A robust discount code engine and multi-price and currency capabilities were put in place.

With the freedom to sell in new online marketplaces to unique customer segments, and the ability to choose their fulfillment strategy, Rossignol was able to take control of their brands, reduce the cost associated with selling products online, and provide better support to their dealers.

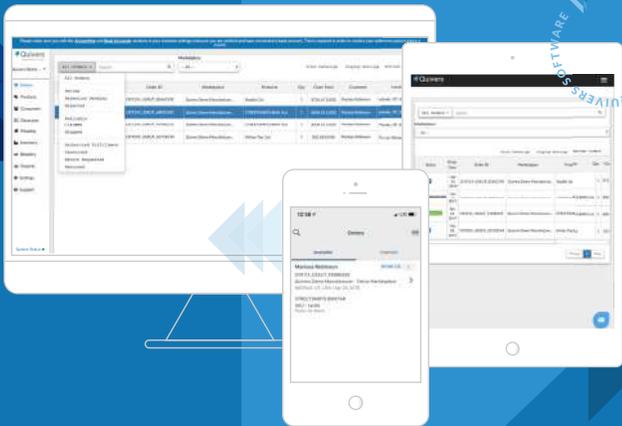
## THE RESULTS



<p><b>94%</b> <u>REDUCED CATALOG MAINTENANCE</u></p>	
<p><b>3x</b> <u>MORE ONLINE SHOPPING ENVIRONMENTS</u></p>	
<p><b>95%</b> <u>YEAR OVER YEAR INCREASE IN RETAILER REVENUE</u></p>	
<p><b>73%</b> <u>INCREASE OF RETAILER FULFILLED ORDERS</u></p>	

# Learn More About Quivers

And how we can help with your specific challenges, request a demo to learn more or visit us at [www.quivers.com](http://www.quivers.com).



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Quivers is an e-commerce platform providing 'Distributed Order Fulfillment' that lets brands market and sell more products on their website while sharing fulfillment of orders with retailers based on store inventory. We're bridging the gap between online and offline shopping. Our platform helps brands create amazing consumer experiences by letting brands reduce their out-of-stocks and put brick-and-mortar stores to work for a truly unified commerce experience. Quivers, Inc. is a privately held technology company based in Salt Lake City, Utah.