



AQUARIAN

**Still marching to the beat of
their own drums – Quivers’
collaborative commerce boosts
sales and order fulfillment.**



CASE STUDY | INDUSTRY: MUSIC



Aquarian has collaborated with Quivers to successfully fulfill orders directly — without competing with retailers.

Following the damage caused by the pandemic and subsequent supply chain chaos, it may have seemed like brick-and-mortar stores were on their last legs. [Record closures in 2020](#) led some to claim ecommerce was the only viable way forward and brick-and-mortar was a thing of the past. However, reports of its demise may have been premature — according to research and advisory firm IHL Group, for every retailer that closed a store in 2019, [five more opened stores in 2021](#).

Amidst this uncertainty and the shifting balance between ecommerce and physical stores,

Aquarian Drumheads was looking for a platform to help it collaborate with brick-and-mortar stores, rather than work against them. They wanted to provide their customers with the best of both worlds: The choice and lower prices associated with online shopping, combined with the convenience and more personal experience of shopping in-store.

Aquarian needed a platform that would allow them to utilize retailers for fulfillment, manage and categorize inventory effectively, and do all of this while increasing sales.



THE COMPANY

Aquarian Drumheads® was founded in 1980 by Ron Marquez and Roy Burns, with the mission to invent, innovate, and explore new sounds and tools for the serious drummer.

Aquarian's unceasing passion is for the sound of the drum. CEO, Mike Brucher and the rest of the A Team continue to invent, innovate and explore cutting-edge technologies for the creative drummer. The design of the head, the integrity of the hoop, the acoustic properties of the drumhead film, and the overall quality of the manufacturing are all determining factors in getting the best possible sound from their drums.

TESTIMONIAL

"Our dealers and end-users are now feeling like partners and are loving how we're approaching collaborative commerce using Quivers."

- Michael Brucher
CEO
Aquarian Drumheads

THE CHALLENGE

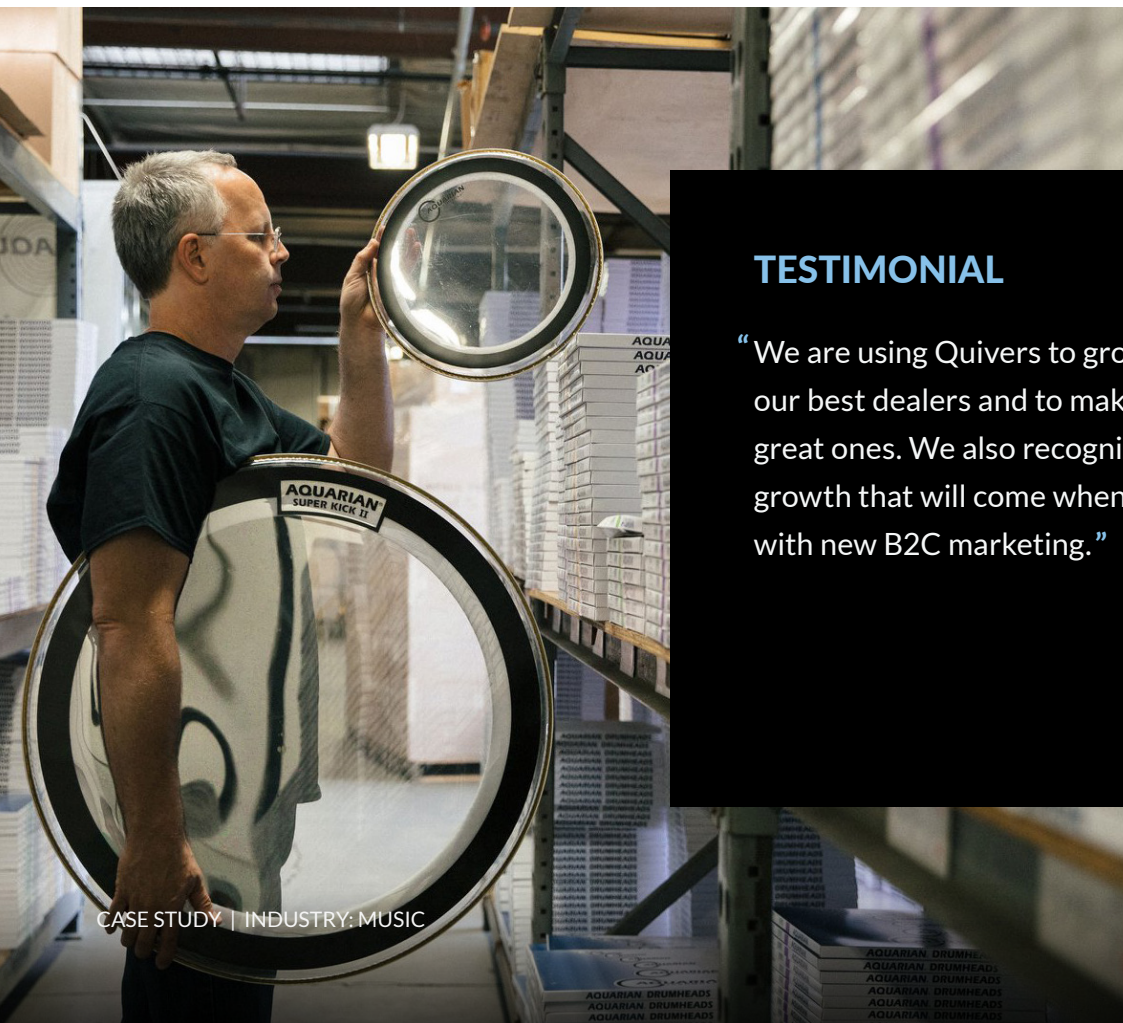
Aquarian wanted to increase sales without competing with retailers. Collaborating with retailers for order fulfillment provided the perfect opportunity to increase conversions, drive orders retailers would have never had, and offer an improved customer experience.

The main hurdle Aquarian faced was technological: They needed a solution that would allow them to seamlessly collaborate with retailers for fulfillment.

With the retailers in question possessing varying levels of technical expertise, they would also need expert guidance on how to make this collaborative ecommerce system work for everybody.

Aquarian required new tools to be fully integrated with their existing platform, along with an easy-to-manage order fulfillment system.

Quivers worked with key stakeholders at Aquarian to provide a complete and seamless solution that met these requirements and ensured the implementation process was executed as smoothly as possible.



TESTIMONIAL

“We are using Quivers to grow our relationships with our best dealers and to make marginal dealers into great ones. We also recognize the potential of the growth that will come when we introduce Quivers with new B2C marketing.”

- Michael Brucher
CEO
Aquarian Drumheads

THE SOLUTION

Quivers worked alongside the Aquarian team to ensure a seamless integration of the Shopify plugin, Quivers order routing timers, and the Quivers Collaborative ecommerce solution — all while working hand-in-hand with retailers and avoiding channel conflict.

Quivers evaluated Aquarian's wholesale goals and created a strategy that would allow retailers to fulfill orders they wouldn't have access to otherwise. The first step towards this goal was to streamline retailer inventory integrations. Quivers identified the advantages of Shopify integration and worked with Paradigm to ensure successful integration across the board. Quivers ensured there would be no incompatibility with the incorporation of BYOG (bring your own gateway).

Quivers brought their expertise in all matters collaborative commerce to provide retailer on-boarding guidance, materials, and training. Working with a variety of vendors meant there was no one-size-fits-all solution, so Quivers carefully adapted to the retailers' individual needs. This collaborative commerce solution resulted in retailers who could have been competitors now transitioning to partners of the brand. Quivers successfully integrated an efficient e-commerce platform, with easy to manage order fulfillment, to Aquarian's existing business — resulting in a 97% upturn in retailer fulfillment.

THE RESULTS



97% retailer fulfillment



60% year-to-date increase in drumhead sales for Aquarian-stocking dealers



Increased product awareness resulted in **new and repeat customers**



Learn More About Quivers

To find out how we can help with your specific challenges, request a demo to learn more or visit us at www.quivers.com.



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Quivers

Quivers is the leading commerce platform for specialty brands. Quivers provides specialty brands complete control of their commerce ecosystem—including retail partners, pro consumers, employees, marketplaces, and more. Quivers bridges the gap between online and offline shopping by offering specialty brands unique eCommerce features to drive performance while also powering the very best in local in-store fulfillment for their consumers. Ultimately, Quivers helps brands create a better consumer experience, increase eCommerce sales, improve sell-in, reduce stock-outs, and ship faster and more efficiently, all while maintaining a healthy B2B channel. For more information, please visit www.quivers.com.