



Zildjian

IN THE POCKET

**Zildjian and Quivers' collaboration
boosts local fulfillment and finds
the perfect beat.**



Zildjian's Quivers-facilitated local dealers distribution allowed them to go DTC, strengthen their dealer network, and significantly reduce shipping times and costs.

Brands like Zildjian may seem like they've done the heavy lifting. They're an established name with brand recognition, a reputation for quality and high website traffic to boot. Despite all of this, they had no reliable method of converting traffic to sales.

If there's no online store and you're simply diverting traffic to retailers that stock your products, consumers will fall by the wayside, and worse — many reach the physical or online store and get distracted by your competitors' products.

Going DTC has its advantages, but its pitfalls too. Zildjian wanted to start selling DTC but avoid causing conflict with retailers who had been stocking their products. Before working with Quivers, Zildjian was using another platform that they didn't feel was giving them enough control over the shopping experience.

Zildjian needed a way to sell DTC while maintaining their relationships with existing retail partners, as well as guaranteeing complete control over the shopping cart, checkout and how exactly online orders are fulfilled.

THE COMPANY

Zildjian has been synonymous with setting the standard for the development and manufacture of high-performance musical instruments since 1623.

As the world's leading maker of cymbals, drumsticks and percussion mallets, Zildjian products are sold across the globe under the Zildjian, Vic Firth and Balter brands. Headquartered in Norwell, Massachusetts with offices in Newport, ME; Los Angeles, CA; London, UK; and Singapore, Zildjian's reach is worldwide.



THE CHALLENGE

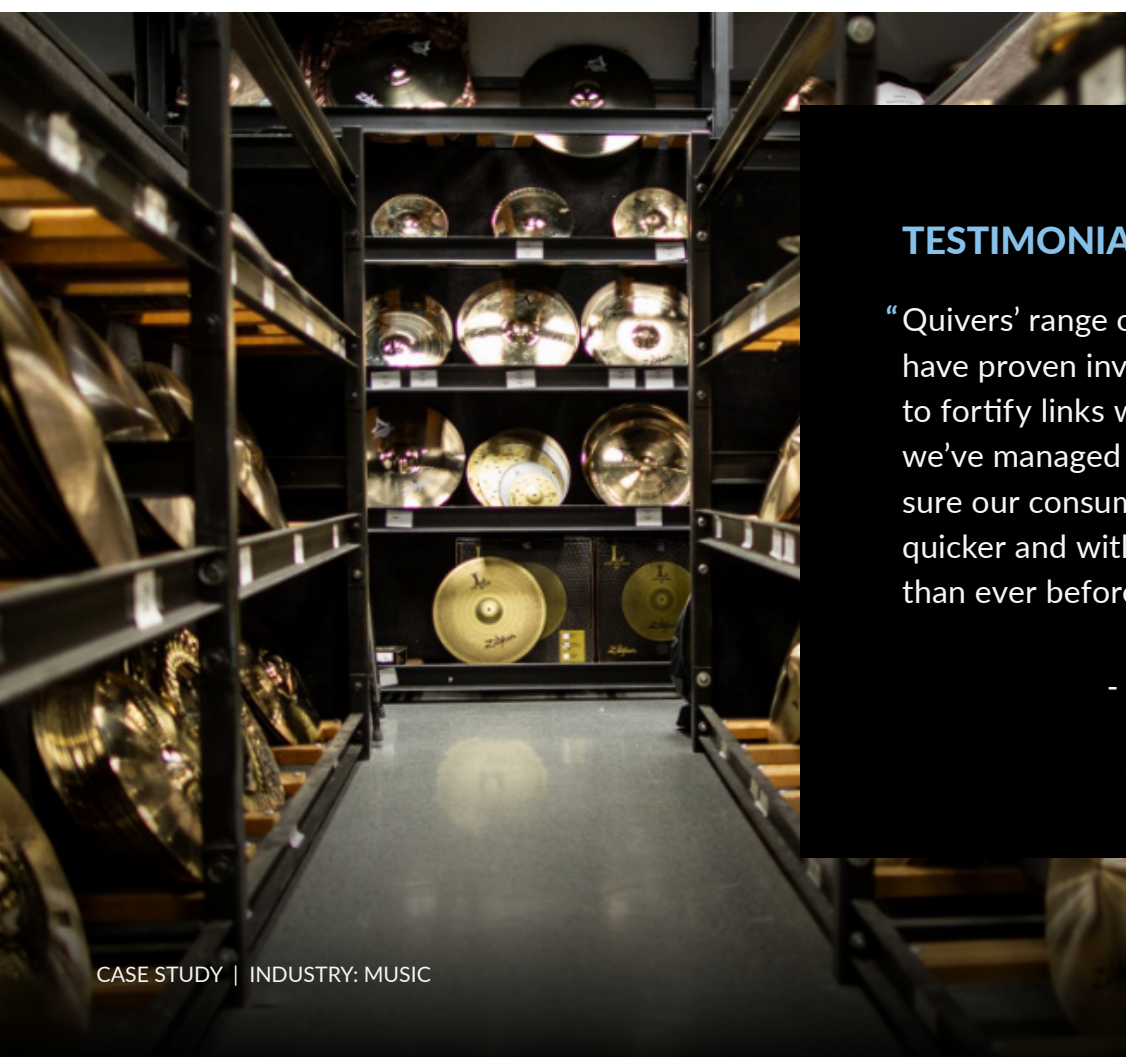
Zildjian needed a way to effectively sell online but still include their dealer network. Collaborating with their dealer network would provide the perfect opportunity to increase conversions, drive orders retailers would have never had, and improve the overall consumer experience.

Zildjian wanted to demonstrate to their dealers that they weren't getting cut out of sales, but that they could find a practical, mutually beneficial method of sharing orders that wouldn't be overly complicated to implement.

They wanted to show that online orders would be shared with dealers who could fulfill on behalf of the brand,

providing them with the opportunity to capture online sales they wouldn't otherwise have had access to.

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



TESTIMONIAL

“Quivers’ range of software and expertise have proven invaluable. By allowing us to fortify links with our dealer network, we’ve managed to boost sales and make sure our consumers get our products quicker and with lower shipping fees than ever before.”

- Meghan Burgess
eCommerce & Digital Experience
Zildjian

THE SOLUTION

Quivers worked with Zildjian to implement the Magento 2 plugin, create a custom integration for their ERP system, and to set up the full Quivers collaborative commerce solution – thus facilitating the expansion of DTC sales with partnering retailer fulfillment.

Quivers helped Zildjian to rebuild their website with Magento 2 – one of the many ecommerce solutions Quivers has plugins for. This made implementation quick and affordable. Quivers also created a custom integration for Zildjian’s ERP system to further improve automation and inventory syncing.

With the Quivers collaborative commerce software implemented, Zildjian was able to invite its dealer network onto the platform. Zildjian had full autonomy to shape exactly how distributed fulfillment was supplied. They set criteria for participating retailers to meet which allows the retailers to claim orders placed on the Zildjian website.

With dealer inventory now integrated into the system, Zildjian was able to fill out its online catalog with retailer inventory providing a more complete offering to consumers. Ultimately, this created a fully optimized shopping experience.

THE RESULTS



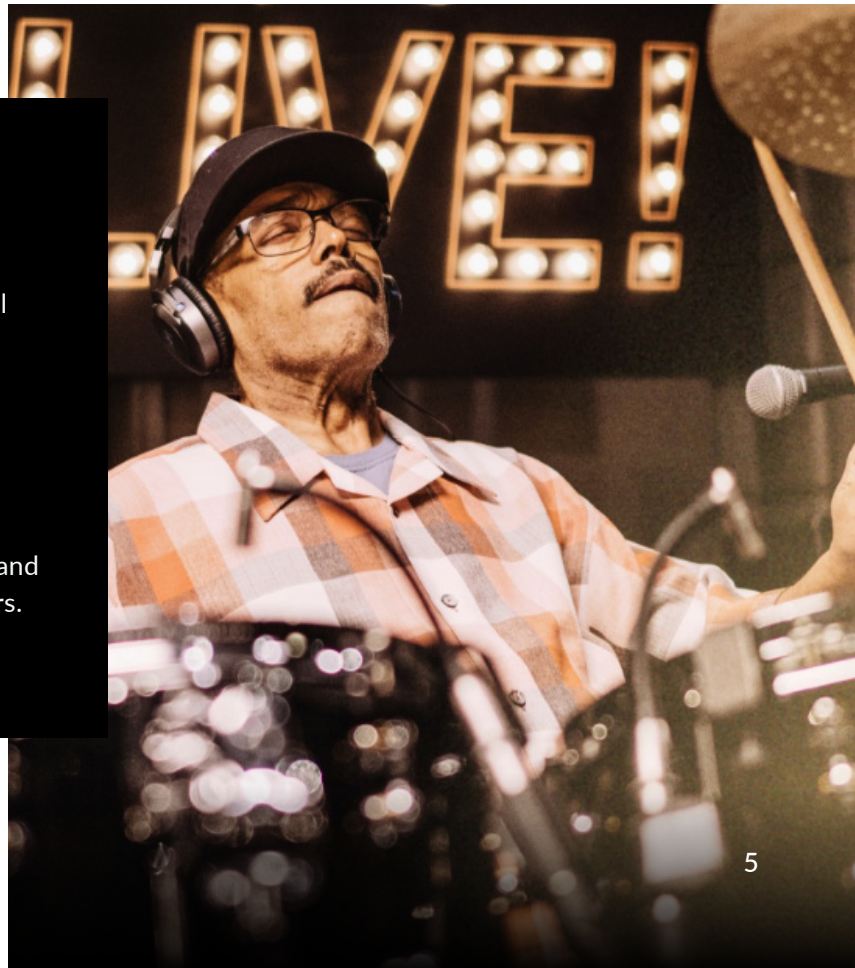
Zildjian subsequently distributed **73%** of all online orders through local retailers.



Zildjian was able to take control of their inventory and **learn critical insights** into partnering dealers’ level of stock.



Zildjian noticeably reduced shipping times and costs by **allocating orders** to local retailers.



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.

➤ You can also contact us directly:

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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.