

MARKER, VOLKL AND DALBELLO Brands Achieve 86% Conversion in their Online Store While Sharing Orders with Retailers



Marker Dalbello Völkl revolutionizes the shopping experience by connecting brick-and-mortar inventory for online availability, all in one manageable product catalog for 12 public and private online stores.



Marker-Völkl-Dalbello (MDV) was having a very difficult time managing multiple online catalogs. They wanted to be able to sell online in multiple environments with different pricing in each environment and share those online orders with retailers for fulfillment.

Their current process was very tedious and taking them a lot of time to execute. They needed a way to more effectively manage multiple catalogs and stores while simultaneously eliminating channel conflict and sharing orders with their retail network.



THE COMPANY

MDV Sports is the alliance of three major ski sport brands: Marker, Dalbello and Völkl. Individually, they are among the most influential and successful athletic brands worldwide. Together, they develop, produce and distribute innovative and essential winter hardware products. Thanks to this very close cooperation, synergies emerge and develop that positively influence the growth and market positions of all three brands. What is our goal for the future? We will develop the absolute best-performing products, and exceed our customers' expectations.

HIGHLIGHTS



SECURED LOGIN FOR EXCLUSIVE ONLINE STORES FEATURED ON A PARTNER SITE



ENABLED MDV TO FEATURE THE ENTIRE PRODUCT CATALOG FOR PURCHASING CONSUMERS

\$400

AVERAGE ORDER VALUE (AOV) PLACED IS OVER \$400

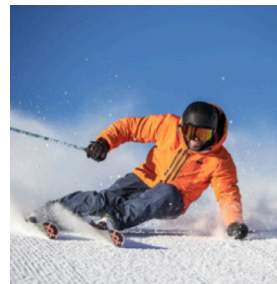
86%

ONLINE SHOPPERS CONVERTED TO PURCHASING SALES WINS



THE CHALLENGE

Prior to utilizing Quivers, Marker Dalbello Völkl (MDV) faced several challenges including the management of multiple online product catalogs, securing exclusive online stores, and resolving channel conflict among retailers being used to fulfill online orders.



“Since Quivers, we are now able to manage qualified shoppers in a Quivers exclusive online store, and communicate effectively with customer segments, while controlling the direction of the product fulfillment.”

MARKETING | MARKER DALBELLO VOLKL

MDV's process of managing and updating its product catalog took hours and, in some cases, days. This was primarily due to having many different product catalogs containing the same products, but at unique price points for various audiences. After deploying Quivers, MDV was able to effectively configure inventory, product availability, and pricing in one unified environment while offering unlimited online stores and shopping experiences.

THE SOLUTION

Quivers implemented a plug-and-play product catalog that allowed for premium flexibility and ease of management.

This allowed for live adjustment of product pricing and availability. Advanced order management tools were implemented which allowed for MDV to manage orders being fulfilled by local proximity, store type, territory, and preferred store. With the help of Quivers to consolidate and unify the product catalog, MDV could sell in multiple consumer

segments and currencies while engaging brick-and-mortar retailers in the fulfillment of online orders. MDV was able to use online order fulfillment for any number of brick-and-mortar locations, thereby eliminating the concerns of stock levels and channel conflict.

THE RESULTS

Since deployment, MDV was able to position the product catalog on partner sites behind any third-party login system and as a standalone domain. MDV launched 12 online stores, including three public-facing ones, which feature the products of Marker, Dalbello, and Völkl. The other nine are exclusive online stores selling to specific member groups. Using exclusive online stores to reach consumer segments, MDV was able to configure and control which product categories and pricing were available for purchasing.

MDV now provides consumer segments with a more simple way to log in and redeem discounted products, while moving inventory effectively across all distribution partners.

Not only was MDV able to customize their product offering based on consumer segments, but they were able to empower brick-and-mortar retailers in the fulfillment of online orders. MDV's key retailers are now able to visually understand product trends and consumer buying habits to gauge product order history and reorders to help guide their purchasing orders and identify top-selling items.

With the help of Quivers, MDV was able to maintain a close relationship with key retailers, ensure consumer shopping expectation was met, and launch more product categories seamlessly in one manageable catalog.

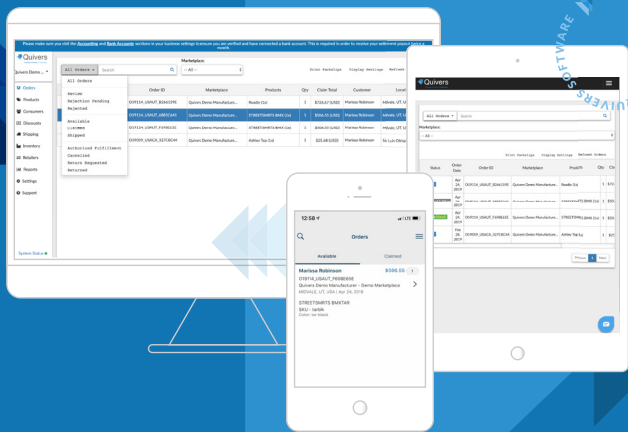


“Quivers plug-and-play solution allows MDV to be flexible with adding products and changing pricing, which is different than any other software solution we’ve used.”

MARKETING | MARKER DALBELLO VOLKL

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.



You can also contact us directly:

Quivers, Inc
5505 S 900 E, Suite 325
Millcreek, Utah 84117

info@quivers.com | 805.250.4777



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.