

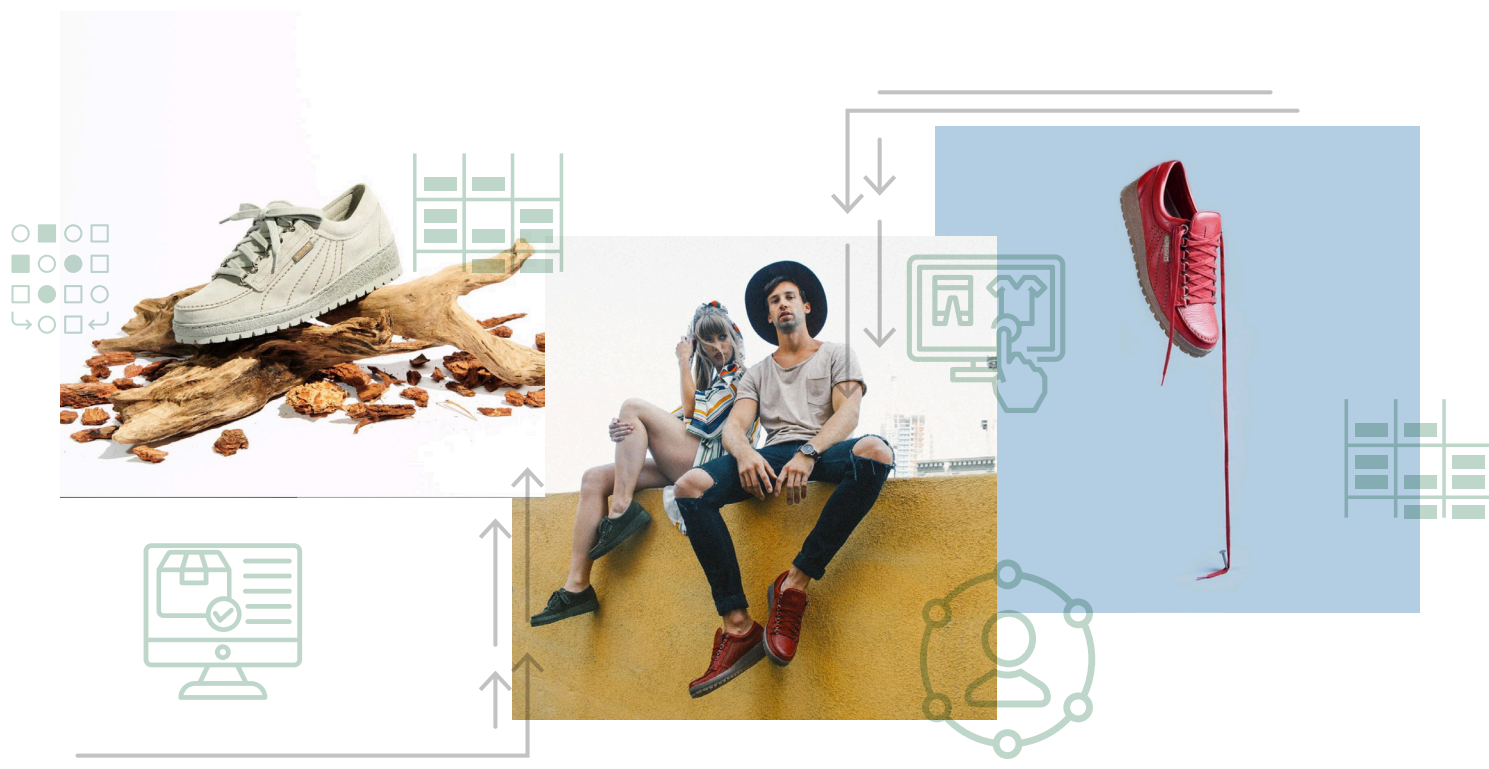
MEPHISTO[®] 

Mephisto Increases Revenue Performance Over 12% With Distributed Order Fulfillment

A CASE STUDY

INDUSTRY: FASHION & APPAREL: CASUAL FOOTWEAR

Mephisto streamlines their fulfillment process by linking warehouses, corporate stores, and independent retailers.



Mephisto replaced a clunky order management integration with a seamless Magento plugin, allowing orders to be fulfilled by warehouses, independent retailers and corporate stores—ultimately providing a premium consumer experience.

When Mephisto first approached Quivers they were using an order fulfillment process that didn't provide the orchestration required to get their retailers on the same page. They switched to Quivers to implement our **Distributed Order Fulfillment (DOF)** platform and Magento plugin, allowing orders to be fulfilled by warehouses and both corporate and independent retailers.

With Quivers, Mephisto was able to cut fulfillment time, decrease out-of-stocks, and increase revenue for the business.



MEPHISTO

THE COMPANY

In 1965 Martin Michaeli founded **Mephisto** with the sole intention—and deep-rooted ambition—to create the world’s best shoes. With savings from his time spent in the USA, Martin Michaeli set up his company **Mephisto** in France and created the **Mephisto** shoe. The moccasin became the spearhead of **Mephisto**. Its distribution started in Germany, Austria, Belgium as well as in Switzerland and spread over the whole of Europe. Fast-forward to the present day and **Mephisto** has over 800 stores globally and a loyal customer following.

HIGHLIGHTS



REDUCED PROCESSING AND SHIPPING TIME BY 16 HRS



GREW REVENUE OVER 12% WITH DISTRIBUTED FULFILLMENT



INCREASED INVENTORY AVAILABILITY USING RETAILERS AND CORPORATE STORES

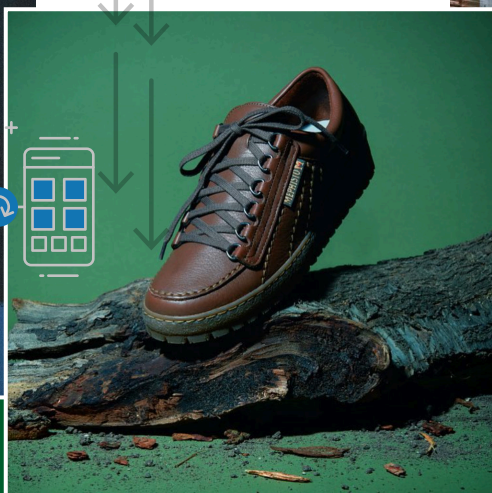
THE CHALLENGE

The challenge for Mephisto was figuring out how to decrease fulfillment times and reduce the revenue loss incurred from out-of-stock products, all while maintaining a high level of control over fulfillment opportunities.

With warehouses, corporate stores and independent retailers all using different systems, there was a considerable issue connecting them to one another to collaborate on orders.

The organization needed a way for these different channels to communicate inventory to Mephisto and to work together to claim and fulfill orders based on criteria set by Mephisto.

The answer to this communication disparity was the Quivers platform, which they could use to unify channels and set specific rules in the order claiming process to control who can fulfill certain types of orders. By using **retailer inventory** and **local proximity to the consumer** they were able to cut down on shipping time and reduce out-of-stocks significantly.



Quivers has proven to be an outstanding partner, helping us take our web order fulfillment to the next level.

KEN DAVIS | Mephisto Chief Operating Officer

THE SOLUTION

To help Mephisto integrate their various order fulfillers, Quivers ensured that Mephisto’s commerce platform, their POS, and their ERP could “talk” to the Quivers platform.

Quivers implemented a Magento plugin and integrated the platform with both Retail Pro (POS system) and Apparel Business (ERP system). Mephisto was now also able to have a live view of all inventory from warehouses, corporate stores, and independent retailers.

Quivers needed to empower Mephisto to have a high degree of control over which channels would be able to fulfill certain orders, to create efficiency in shipping, and to reduce out-of-stocks on their website.

Quivers was able to create a feature that allowed Mephisto to bypass retailers when a product was discounted by a set percentage, as well as the ability to direct a specific percentage of orders to Mephisto itself for fulfillment. These features gave Mephisto their

desired level of control over their new collaborative order fulfillment process. By linking inventory together from corporate and independent retailers, Mephisto was able to greatly reduce out-of-stocks on their brand website and provide a more complete catalog offering to the consumer.

Now that the Mephisto retail network was connected, Quivers provided Mephisto the ability for retail stores closest to the consumer to fulfill orders if they met the criteria set by Mephisto. This localized fulfillment greatly reduced shipping time. Furthermore, to increase efficiency, Quivers created a feature that could give preference to stores that were able to fulfill orders with more than one item, this reduced shipping multiple packages from different sources.

THE RESULTS

+12.26%

YOY REVENUE PERFORMANCE

+19.09%

YOY NEW USER GROWTH

+106.79%

REVENUE GOAL COMPLETION IN 2018

-16.47HRS

REDUCED CLAIM TIME
(ON AVERAGE)

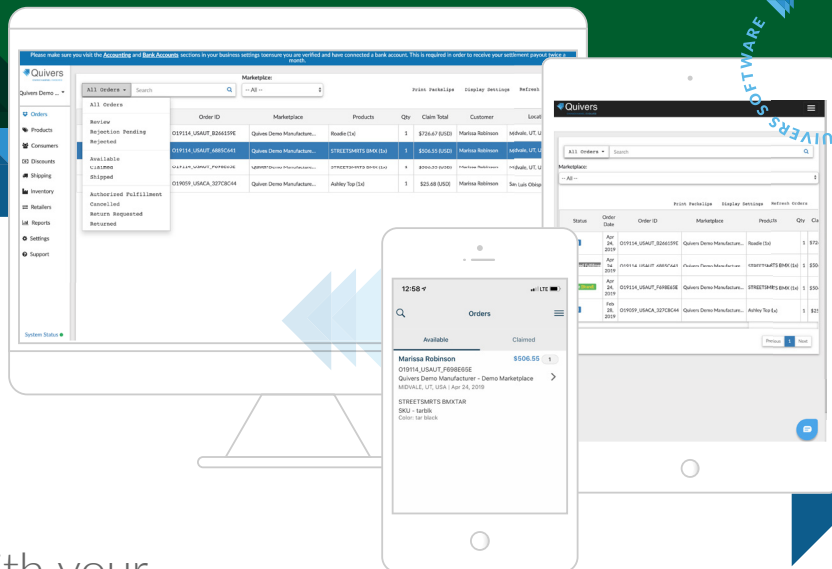
7HR

TRACKING INFO FROM PURCHASE TIME TO CONSUMER
(ON AVERAGE)



The integration provided by Quivers enabled us to shave 24-72 hours off our ship times.

KEN DAVIS | Mephisto Chief Operating Officer



LEARN MORE ABOUT QUIVERS

To see how we can help with your specific challenges [request a demo](#), or visit us at www.quivers.com.

You can also contact us directly:

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ABOUT QUIVERS, INC.

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 the greater Salt Lake Valley, Utah.

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