



Radar Skis & Ronix Wakeboard Partner With Quivers to Cut 20% From Delivery Times, Significantly Boost Sales & Increase AOV



Quivers empowered Radar and Ronix to sell online, avoid channel conflict and strengthen their wholesale business.

Radar and Ronix were committed to their wholesale business model but sought additional sales data to help better forecast product demand and maximize profits. As the brands only manufacture inventory twice annually, it was crucial that they gained more detailed data.

Despite their wholesale focus, Radar and Ronix understood the importance of online sales in today's market. They needed a partner that would uphold their wholesale model while allowing for online sales — without the risk of channel conflict with retailers. The transition to online sales would have to entail minimal operational changes and provide an exceptional customer experience.

THE COMPANY

Radar Skis and Ronix Wakeboard were founded by one of watersport's biggest visionaries, Herb O'Brien, whose achievements included building the first compression-molded wakeboard in the early 1990s.

Radar — named after the ski lake Mr. O'Brien built in Woodinville, Washington — and Ronix are two industry leaders that continue to be led by skiers and wakeboarders who strive to exceed expectations. They prioritize quality over quantity, producing products that may take longer to manufacture but perform better than competitors in terms of speed and endurance.



THE CHALLENGE

Radar and Ronix needed a way to sell online and provide a great user experience, while simultaneously preserving and enhancing their wholesale operations through increased data.

Despite understanding that it was necessary to sell online, Radar and Ronix didn't want to neglect their retail partner-driven business model and sought more granular data to drive their wholesale business.

Due to their wholesale model, Radar and Ronix lacked inventory and were not equipped to handle D2C orders. They couldn't take the risk of providing a poor customer experience and lengthy order-to-delivery times, and were cautious about disrupting their wholesale operations with significant changes.

They needed tools that would benefit their current wholesale business model and allow them to start selling online without any hiccups. They decided that sharing orders with their retail partners would reduce the logistical burden, but nevertheless required a solution that required minimal manual intervention.

Any solution would have to offer a means of tracking orders from beginning to end, with clear insight into the details of the current status of each order. Furthermore, it was essential that the solution would provide a clean integration that helped maintain the look and feel of their websites, along with an efficient cart and checkout process.

Radars and Ronix were using the Shopatron platform and required a seamless transition to any new software – including training and support for retail partners.

TESTIMONIAL

“Quivers’ software has not only boosted profitability by enabling us to sell through our websites, but has also provided us with valuable data that has transformed our wholesale operations. After nearly a decade of benefiting from its commerce solutions, we consider ourselves fortunate to have first-hand access to Quivers’ continued innovations.”

Brooks Wilson | *Brand Manager at Radar Skis*

THE SOLUTION

Quivers enabled Radar and Ronix to **utilize their retail network to sell online, reduce shipping times, and gain key insight into the entirety of their operations.**

To begin selling online while maintaining their wholesale business model, Radar and Ronix turned to Quivers. Quivers facilitated the retail-network-driven fulfillment of online orders, enabling the brands to sell online without disrupting wholesale operations. Leveraging local retailers for fulfillment shortened the distance between consumers and products, reducing delivery times by an average of one day.

While Quivers Ship-from-Store enabled retailers to fulfill orders, this wasn't the only feature Quivers implemented. Quivers' ecommerce software suite provides an end-to-end solution for specialty brands and retailers, that includes product catalog management, payment processing, plus order and inventory management.

Quivers implemented HoverCart, a world-class online shopping cart with a floating "Add to Cart" button that integrates seamlessly with any website. Working with the brands' web agency, Effel, Quivers ensured a smooth implementation of HoverCart that maintained the look and feel of the websites and didn't negatively impact content or functionality.

With retailers handling order fulfillment, Radar and Ronix could concentrate on managing their international wholesale channels and advancing product innovation. Quivers' solution provided the brands with data such as product performance and order fulfillment metrics, enabling them to gain insights that would boost online sales, wholesale sales, product management and forecasting for manufacturing.

Quivers' dedicated customer support team assisted with the smooth transition of its software for retailers, providing setup, onboarding and training. This helped retailers fulfill 95% of Radar and Ronix's online orders, creating an additional sales channel and enabling them to clear end-of-season stock.

THE RESULTS



Since starting with Quivers, Radar Skis and Ronix Wakeboard have increased total sales **by 127% and 239% respectively.**



Likewise, Radar has seen an average YoY sales increase of **51%** and Ronix has averaged **58%**.



Quivers has enabled the brands to use retail partners for the fulfillment of **95% of all orders** over the last 8 years.



Average order value (AOV) has **increased by 17%** as a result of Quivers' solution.



Quivers has **cut 20% (one full day)** from the average order-to-delivery time.



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**

Quivers is the leading omnichannel toolkit for specialty brands. Quivers provides specialty brands complete control of their omnichannel 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.