



Pearl®

**How Working With Quivers
Helped Pearl Drums
Shake Up Operations and
Expand Catalog Availability**



Quivers allowed Pearl Drums to sell online, expand catalog availability and allocate orders to partnering dealers for fulfillment.

Pearl Drums is a market leader but until recently didn't have full control over its shopping experience. Pearl wanted to offer a more complete online catalog and leverage its dealer inventory. It also needed the option to fulfill orders when partnering dealers did not have stock. Pearl hoped to find a solution that would allow it to utilize its strong dealer network and gain more control over operations.

THE COMPANY

Pearl specializes in the manufacture and sale of musical instruments, specifically drums, percussion instruments and flutes.

Pearl was founded in 1946 by Katsumi Yanagisawa.

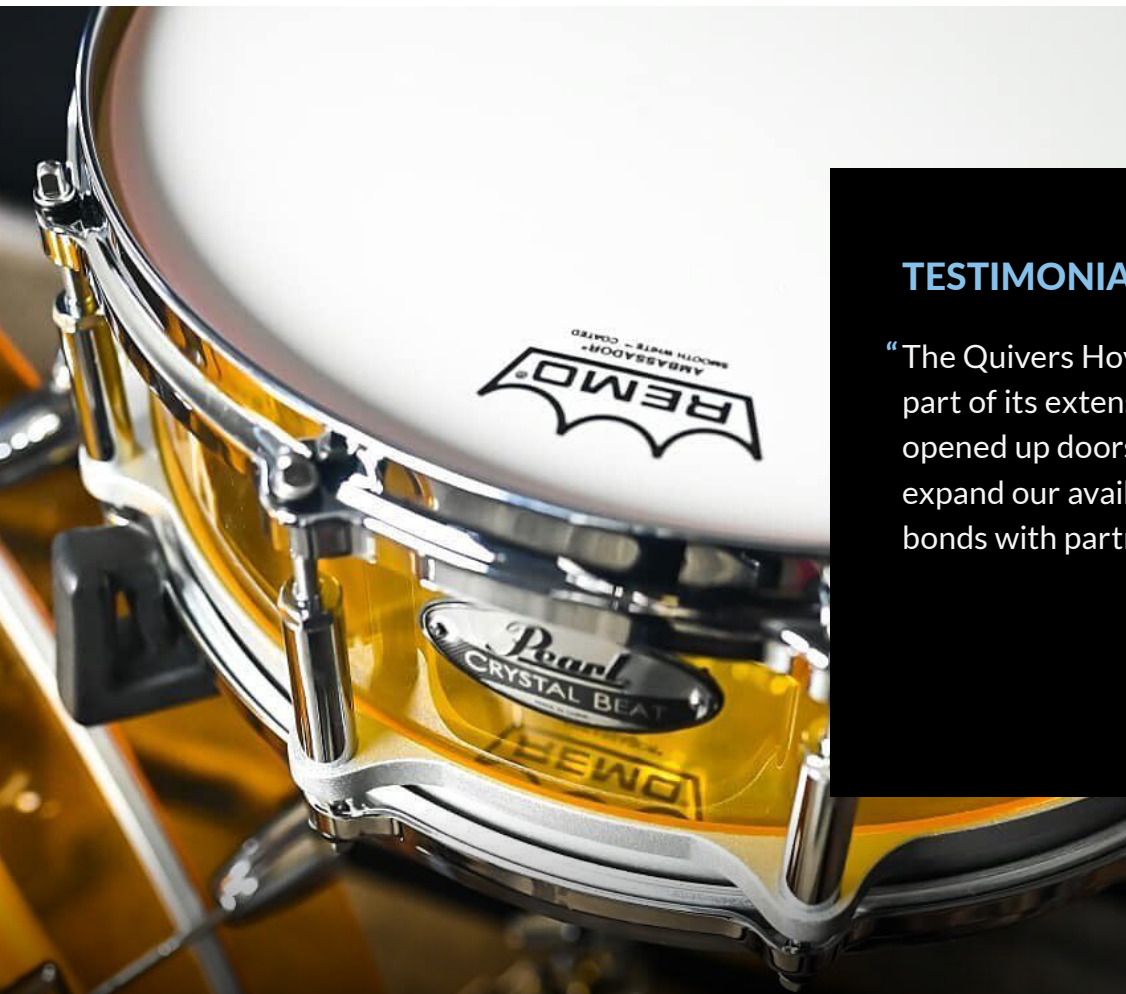
Pearl began in 1946 in a small backyard workshop in Tokyo, Japan. From these humble beginnings, Pearl has now grown to become the iconic brand and global leader it is today. By continuously striving for perfection for over seven decades, Pearl has demonstrated its commitment to making superior musical instruments designed to inspire musicians at all levels.

THE CHALLENGE

Pearl Drums sought an online partner to help make a more complete online catalog available while including its dealer network in sales and avoiding channel conflict.

Pearl factories make over 37,000 SKUs but it's logistically impossible for any dealer to stock so many items. Pearl needed a way to make more of these items available, first through the dealer and then by Pearl if necessary. The company already had a strong dealer network, now it needed a way to tie in its dealers' inventory with Pearl's own warehouse inventory.

Combining and collating the inventory of multiple sources in real-time can be at best confusing and even downright destructive when the slightest of errors results in a lost sale. The challenge came down to finding a powerful online platform that would allow Pearl to effectively combine its warehouse inventory with the inventory of its dealers, all while ensuring real-time accuracy.



TESTIMONIAL

“The Quivers HoverCart feature, just one part of its extensive software suite, has opened up doors for Pearl to boost sales, expand our available catalog and fortify bonds with partnering dealers.”

- Steve Armstrong
Director of Marketing
Pearl Corporation

THE SOLUTION

Quivers implemented its game-changing software to allow Pearl to **expand its available catalog**, **eliminate channel conflict** and share orders with partnering retailers.

Pearl took swift and decisive action and brought Quivers on board. First, they dropped Kibo, favoring a move to Quivers HoverCart instead of any third-party platform.

Quivers was able to implement its own shopping cart and checkout environment which integrated seamlessly with Pearl's website. Quivers also included its Point-of-Sale Inventory Sync technology, which pulls real-time inventory information and ensures the accuracy of product availability. This allowed Pearl to improve the customer experience by filling orders with greater efficiency and accuracy by matching orders to product availability.

Quivers also allowed Pearl to expand its fulfillment options, with omnichannel solutions such as BOPIS (buy online, pick up in-store), Curbside Delivery and Ship-to-Store made available.

THE RESULTS



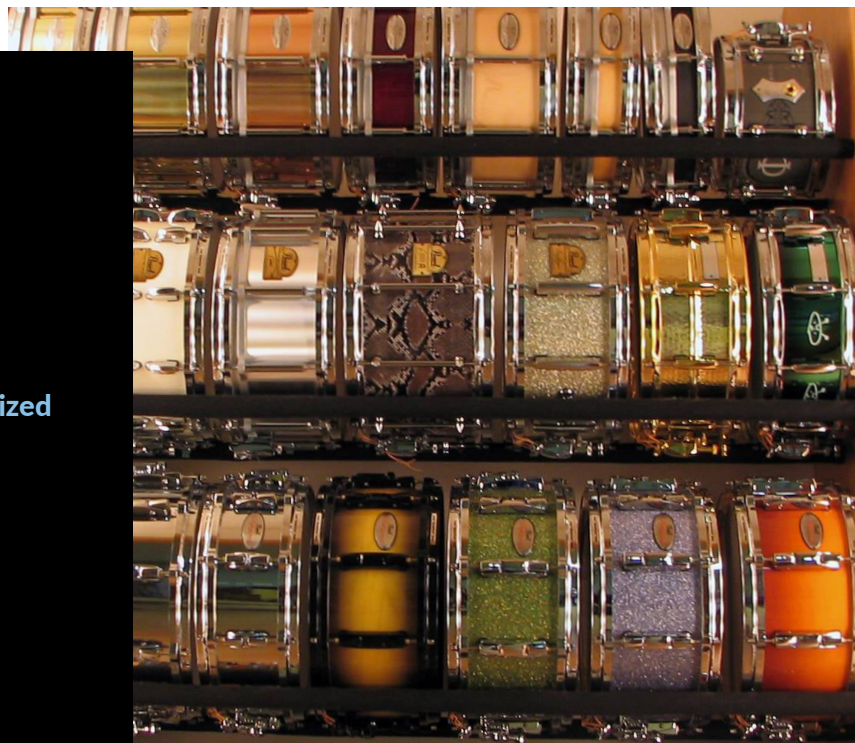
Pearl was able to sell online **without channel conflict**, allowing online orders to be fulfilled by its dealer network.



Leveraging dealer inventory, Pearl **optimized its online customer experience** by providing a more complete catalog.



Pearl was in a position to **expand online sales** while utilizing its dealer network for fulfillment.



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 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.