



CCS.com rolls with the skateboarders

Athletic Gear & Apparel
ccs.com

Case Study by
 **guidance**

Overview

- The world's largest skateboard store, founded in 1985 and sold to Foot Locker in 2008
- Once transitioned to Foot Locker's ownership, CCS's website needed to be updated to integrate with Foot Locker's systems, as well as to add new features and improve its user experience
- The new site, built in Java/J2EE, launched in January 2009 and features single-page checkout, persistent login & cart, catalog quick order, cart estimator and product specific sizing, among other features
- Users can assemble their own snowboard kit by choosing the board and corresponding binding
- The site was also integrated with Facebook Connect, Dotomi for remarketing, BazaarVoice for product reviews, Endeca for advanced search, My Buys for product recommendations, and ShopTogether for crowd shopping

Service/Solution Area

- Technical Design
- eCommerce Development

Software

- Java/J2EE

Client Quote

"Thank you for your effort and hard work to make this a success."

Mike Hazel
 Vice President of IT
Foot Locker, parent company of CCS