

The leading retailer of athletic apparel scores a home run

Business Problem

Foot Locker has a family of over 10 sites that needed an infrastructure to support growth of 10-30% per year with zero down-time. The site architecture needed to support the rapid release of new branded stores (i.e. duplicate site with different look) with each site having a user-friendly admin module to enable non-technical administrators to support daily site changes. In addition, a real-time business intelligence engine was required to allow marketing to quickly affect selling trends. Lastly, tight integration with order processing was required to support aggressive shipment metrics.

Solution

Guidance created a robust database and business layer infrastructure with an expandable presentation layer to support traffic growth requirements. The software architecture leverages a large shared code base allowing rapid replication of new sites with only presentation layer modifications. A customized admin module provides intuitive interfaces for product merchandising, promotions, and cross-selling their 75,000 plus item catalog. A real-time reporting engine was also implemented to provide immediate online buying trends which – when coupled with rapid merchandising – can increase sales on a daily basis.

Benefits

- Tremendous growth in online sales resulting in over \$300 million in online revenue
- 30% growth each year for the last five years
- 95% of orders shipped within 24 hours at 99%+ accuracy
- Scalable architecture to support yearly traffic growth
- Rapid creation and launch of new branded stores

Service/Solution Area

- eCommerce
- Custom Application Development
- Business Intelligence

Software

- ColdFusion MX/JSP presentation layer
- Java/J2EE application layer (Apache/Jrun)
- Sybase 12 Database
- Network appliance shared code repository
- Core Metrics Reporting System
- Sigma Micro (OMS) fulfillment system



Customer Profile

Foot Locker is the world's leading retailer of athletic footwear and apparel. Headquartered in NYC, it operates approximately 3,900 athletic retail stores in 17 countries in North America, Europe and Australia under the brand names Foot Locker, East Bay, Footaction, Lady Foot Locker, Kids Foot Locker, Champs Sports.

"When we want to get things done, Guidance is clearly our #1 partner. They care about our business as much as we do."

Richard Johnson, CEO
Foot Locker

