![CORESense — Retail Redefined]

SUPER SHOES
MORE BRANDS • MORE VALUE

Super Shoes Steps Up With CORESense

Super Shoes continues to grow as a leader in shoe commerce with the help of the technology provided by CORESense.

Customer:

Super Shoes
www.supershoestogo.com

Vertical:

Specialty Retailer: Footwear

Situation Overview:

Super Shoes needed an all-in-one, end-to-end enterprise management solution that seamlessly integrated front end selling including eCommerce and multi-store retail operations with a centralized product, customer and inventory database and core retail enterprise processes including merchandising, order management, fulfillment and customer relationship

Solution Summary:

CORESense provided Super Shoes with a compelling and customer friendly website with intuitive search capabilities, as well as an integrated retail management solution that streamlined their operations and helped them better connect with customers.

Core components of the CORESense retail management solution used by Super Shoes include:

- Multi-store Point of Sale
- Loyalty Program and Gift Cards
- eCommerce Web Store
- Purchasing & Inventory Management
- Content Management
- Order Management
- Warehouse Management
- Shipping
- Customer Relationship Management

Super Shoes, a wholly owned subsidiary of HH Brown, is a multi-store footwear retailer headquartered in Hagerstown, MD, and is a regional leader in shoe commerce. With 42 retail locations in 8 contiguous states from Maine to Virginia (ME, NH, VT, NY, PA, MD, VA, WV), their locations feature over 100 brands of shoes, boots, accessories, handbags, work wear, and nursing apparel.

Super Shoes carries shoes for every person and every activity; from work boots to hunting boots, sandals to slippers, and offers styles for Men, Women, and Kids - in a variety of sizes and widths.

Super Shoes prides itself on selection and value, and carries only the best products at the most competitive prices. They add value to a purchase by offering product knowledge and friendly service.

Situation

Prior to deploying the CORESense solution, Super Shoes was experiencing a multitude of issues related to its retail management software. These problems were rooted in the fact that their existing software was in the "sunset stage" of its lifecycle, and was clearly not handling the basic needs of the core business. In addition, the lack of support and level of difficulty associated with training created barriers to developing or adding new technologies.

Feature functions like managing sales pricing, a standard offering in most of today's solutions, were all but nonexistent in their legacy system. From a usability standpoint, the software they were using was completely keyboard driven and unable to take advantage of the newer

![Super Shoes store interior with checkout counter]

user interfaces available in most of today solutions. The entire solution from functionality to usability had significant system limitations.

The other system problem facing Super Shoes was its growing eCommerce needs as they saw the necessity in providing a truly multichannel experience to their customers. Their existing eCommerce website was a simple, refreshed version of the main system - it lacked functionality, scalability, and on occasion, experienced technical difficulties, producing a lackluster web presence for the brand.

The impact of an aging system was affecting the business from the store level to the back office. Many processes like managing sales pricing, data polling, loyalty programs, and customer service were driven by archaic procedures and in general created the inability to move forward.

"In addition to limping along with older, antiquated software, we were spending resources, time and money maintaining the integration between our back office system and our front end web system" notes Christopher Gray, Director of Retail IT for Super Shoes." "Managing a discontinued system resulted in technology as a roadblock, and not a path to the future," adds Chris.
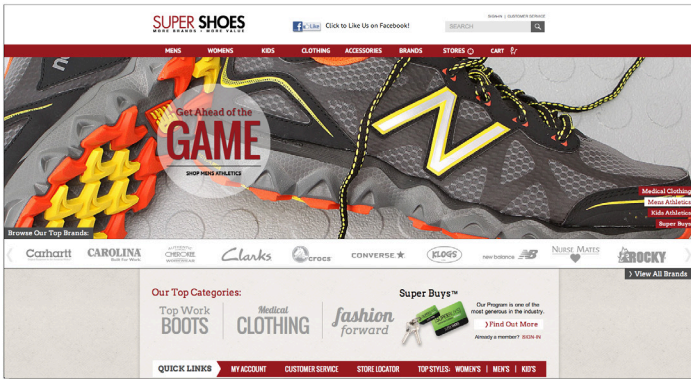
Challenge

The first challenge presented to Super Shoes was to thoroughly identify the solution requirements for the entire enterprise including the stores, warehouses, back office operation and its Internet sales division.   The process was tedious and included input from multiple lines of business managers within the organization.

A major reason for bringing in a new enterprise software suite was the upgrading and maintenance of the company's servers and communications infrastructure. Large resources were being spent annually to maintain the server farms that supported the entire enterprise.

With their requirements clearly identified and defined the Super Shoes IT staff began their search for a full enterprise management software solution that would fit their needs at all levels of the organization while at the same time providing the flexibility to expand using the latest technology.

Solution

Super Shoes researched what other companies in their industry had deployed for an integrated solution, and spoke to their industry contacts.

The cost and overhead associated with maintaining an IT infrastructure compelled Super Shoes to consider a solution that would eliminate the need to upgrade and maintain its own severs. In the end when all the cost ramifications were weighed, the decision was made to move to a SaaS (cloud based) solution.

Chris explains, "The two main criteria weighed by the team at Super Shoes were features/function and platform, but we also looked very closely at things like usability, support and, of course, the price. From a functionality standpoint, the CORESense software addressed our requirements, ranked very high in ease of use, and was deployed as a cloud offering. In discussions with the customer references we spoke to, the support team received high marks, and the CORESense solution was competitively priced".

Results

As Super Shoes continues to grow, the CORESense solution has the scalability and flexibility to grow with the organization. With the need to process thousands of orders a day from its stores and website while enhancing the customer experience, the CORESense solution proved to be the industry-specific solution Super Shoes required.

Chris adds "The implementation for Super Shoes was not typical in that our specific needs required some additional development and an aggressive rollout including intensive testing and training; however the results were immediate and positive in many areas of the business. The ability to process real time sales data, manage B2B transactions, track sale pricing, and institute a loyalty program were just a few areas of the business that benefited from the new system. Other benefits included the ability to grow our special order business while reducing fulfillment time, reducing shrink and more effectively marketing our brand. Customer Service was impacted positively all while realizing financial gain."

One area that was a major plus for Super Shoes was being able to track where their sales came from, enabling them to better target their advertising spend. The integrated CRM, a key selling point of the solution provides the ability to capture customer personal and sales data from any channel (website, store) and then use that data to identify high value customers as well as demographic data that could be leveraged to quickly identify and target profitable market segments.
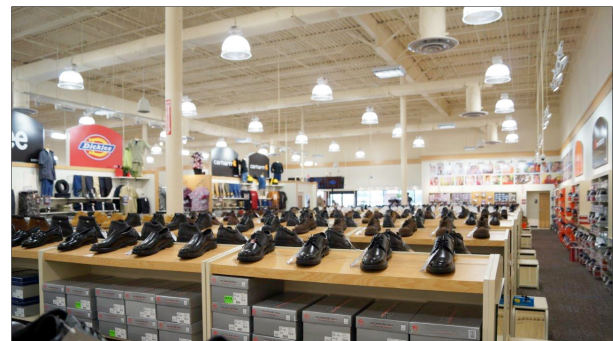
With the successful implementation under its belt, the organization looks ahead to face the rapid technology changes in today's retail environment. In addition to exploring new Internet channels like Amazon, Super Shoes is also eyeing deployment of CORESense's Mobile POS solution.

For retailers to survive and be successful in today's volatile economy, and continually provide the highest quality customer experience, it must consistently evolve and adapt to new technologies. Super Shoes continues to grow as a leader in shoe commerce with the help of the technology provided by CORESense.

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