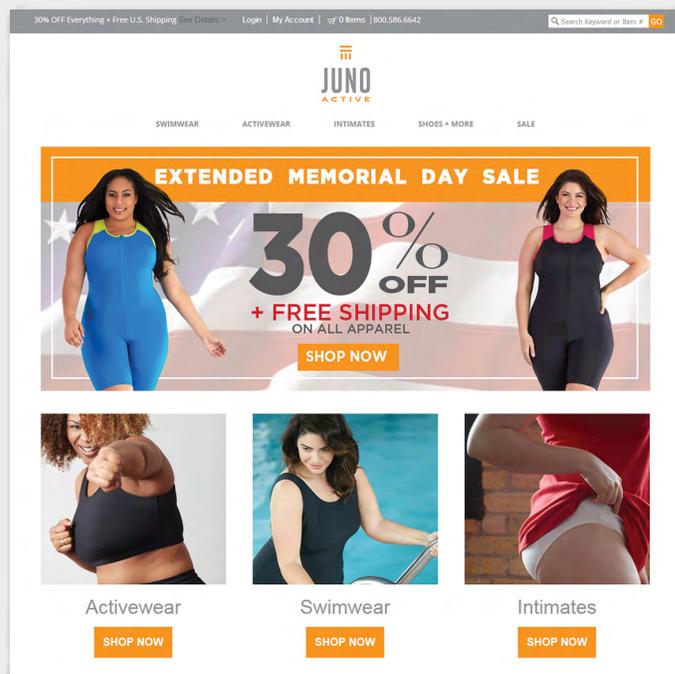


# CLIENT CASE STUDY



As we grew over the years, we had ended up creating a patchwork of disparate point solutions which was a serious drag on the business. Today, we're focused on driving both revenues and profitability; we wanted one integrated solution that could handle all aspects of our business. **We chose Pulse Commerce, because it is powerful, easily implemented, fully integrated and intuitive for our users.**

—Anne Kelly, Founder and CEO, Juno® Active™



## INDUSTRY

Apparel and Accessories

## REQUIREMENTS

- Enhanced inventory and warehouse management tools such as barcode, drop-ship and backorders
- Robust fulfillment functionality fully integrated with purchasing and returns
- Easy call center order entry, order processing and customer service
- Omni-channel discounts and promotions engine
- Ability to easily sell and ship internationally
- Advanced marketing and CRM capabilities
- Targeted email marketing with time sensitive offers
- Automated and personalized transactional emails to customers based on behavior
- Cost efficiencies and PCI compliant cloud delivery

## SOLUTION

Pulse Commerce Order & Inventory Platform + Ecommerce Solution

## RESULTS

- Consolidated from four legacy point systems to one fully integrated and easily scalable solution
- Replaced Ecometry OMS in 36 days with zero downtime and no loss of historical data
- Ecommerce website conversion rate skyrocketed by a whopping 26%
- Revenues grew by 24% over prior year
- Average order value increased 22% after Pulse Commerce implementation
- Improved team productivity and back office efficiency



## SITUATION ANALYSIS

Juno® Active™ started as a catalog company in 1995, and is now selling online direct to consumers, while continuing their catalog sales. The company had a variety of disparate legacy point solutions, including on-premise Ecometry software for order management, inventory and fulfillment, Taurus for reporting, Microsoft Excel for purchasing, and a custom homegrown shopping cart. The solutions were not integrated, limited in scope, and generated a variety of management and reporting challenges. In particular, with over 5,000 SKUs, Juno® Active™ wanted to move fulfillment in-house to gain better control over inventory and warehousing, increased reporting capabilities and advanced CRM functionality.

## THE CHALLENGE

Juno® Active™ began in 1995 when founder Anne Kelly was having a hard time finding workout clothing, prompting her to start an apparel catalog company that met the needs of the active plus size woman. It is now primarily an e-commerce company with occasional mailings to customers. Juno® Active™ has a very active email program and uses that vehicle to keep customers informed of best offers and updates. As the focus of the company shifted to online sales, the point solutions the company had been using were no longer adequate. It became apparent that a more robust end-to-end commerce solution was needed; one that could enhance the active email marketing the company was already involved in, while providing an integrated view of all back end functions, and more detailed, focused reporting.

## THE SOLUTION

Pulse Commerce Order & Inventory Platform + Ecommerce Solution

## PULSE COMMERCE REPLACED ALL POINT SOLUTIONS

Juno® Active's previous ecommerce website, order management and fulfillment system, CRM, and reporting tool were all replaced with a single, unified Pulse Commerce solution:

- Employees no longer need to re-enter data in multiple systems, wait for batch updates or delay uploading new items to the site.
- Ecommerce website and call center staff can now see real-time inventory and item backorder status, as well as the future availability date for out of stock items.
- No in-house IT staff or infrastructure build-out was required, due to Pulse Commerce's cloud delivery model.

## BUILT-IN FACETED NAVIGATION AND RICH TRANSACTIONAL EMAILS CONVERT MORE CUSTOMERS

- Customers can more quickly find the items they are looking for by applying size, color, price, category and rating filters.
- Personalized and branded transactional emails with dynamic upsell and cross-sell based on product and customers' past purchase history generate additional traffic and orders.

## DYNAMIC PROMOTIONS ENGINE FUELS JUNO® ACTIVE'S MARKETING PROGRAMS

Pulse Commerce's powerful discounts and promotions engine enables Juno® Active's marketing team to easily execute more than 50 different types of configurable promotions without any support from their IT department. These are just a few types of the promotions that can be implemented within minutes:

- BOGO: Buy one, get 2nd at 50% off
- Free t-shirt with purchase of a jacket
- 30% off all products in Clearance category only
- Free or flat-rate ground shipping on orders over \$100
- Early bird Cyber Monday sale - extra 10% off between 6:00 and 10:00 am
- Groupon-style unique single use coupon codes to limit sharing/pirating on 3rd party sites

## INTELLIGENT REPORTING PROVIDES A 360-DEGREE VIEW OF BUSINESS ACTIVITIES

Pulse Commerce provides Juno® Active™ with better tools for decision making:

- Managers now can view and share accurate data in real time – and make better informed decisions on sales, margins, inventory, merchandising and promotions.
- Business performance dashboards provide a graphical view of key performance indicators (KPIs) such as best and worst-selling products, top customers by revenue and profitability, and sales by channel with historical comparison, among others.