

ITK Success Story:

COLUMBIA EMBRACES CUSTOMER FIRST

ITK Solutions Group partnered with Columbia Sportswear to help them adapt to customer's expectations, by becoming more nimble and modern with Microsoft Dynamics 365 for Finance and Operations (D365 F&O).

Columbia Sportswear is an outdoor apparel company with more than \$2 billion in revenue. Columbia was running SAP for their manufacturing needs, however, it did not meet their specific needs for Retail. Columbia needed to update their retail systems and business processes to adapt to customers' expectations and become as modern operationally as their products are.

CHALLENGES

Columbia's outdated retail systems lacked modern features, and they were being held back by inefficient and dated retail processes. They craved more out of the box functionality, and needed a solution that would wire them for omnichannel. Due to a lack of visibility into stock numbers, Columbia also experienced inventory reliability issues that needed to be addressed to provide their staff with accurate data and their customers with a better, more consistent experience.

SOLUTIONS

With Customer First (C1) as both the project name and guiding principle, Columbia Sportswear implemented solutions tailored to their customers' needs and expectations. ITK provided strategic counsel and oversight on the company's deployment of Microsoft D365 F&O Enterprise Edition, working closely with MCS and the Microsoft product group to ensure Columbia secured the greatest value for their investment. ITK also led all functional workstreams, providing senior technical, order management store inventory, loyalty, and store workstream consulting services and managing Columbia's overall functional architecture.



"The ITK team is better because of their knowledge — their domain experience combined with their tech knowledge. They're not just order takers."

**– Waseem Uddin,
Chief Information
Officer, Columbia
Sportswear**

RESULTS

While this implementation process typically takes two to three years, ITK enabled Columbia to complete the deployment and implementation process within 18 months. Approximately 300 stores went live with modern POS, and with faster checkout, Black Friday sales almost doubled at the employee store. Columbia rose to the challenge of meeting customers' expectations for a modern customer experience, and is committed to continuing this momentum by partnering with ITK to roll out D365 F&O and improved processes to more stores in Phase Two.

Microsoft D365 F&O is optimized specifically for retail deployments. Columbia is adapting to buyer's expectations, becoming more nimble and modern and embracing best-of-breed technology solutions. ITK enabled and streamlined Columbia's journey by leveraging its close working relationships with MCS and the Microsoft product group, offering business process expertise, and assigning leadership to a lead consultant who doesn't just know retail software, but she knows Retail and can offer a high level perspective as a former CFO in Retail.

- + 300 stores went live with modern POS system
- + Black Friday Sales increased by nearly 50%
- + Project completed in 18 months, when process typically takes 2-3 years
- + Maintained Customer First focus in both solutions and processes



**Are You Ready For
the New Retail Reality?**

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