

CUSTOMER SUCCESS STORY

SPORTS DIRECT



POWERED BY **DNN**

“*Cantarus was considered for their Gold Partner status and dominance as the premier UK supplier of DNN to provide development, integration and training services for SportsDirect.com*”

Jay Lyford, IT Manager
Sports Direct

IN BRIEF

CHALLENGE:

To meet the challenge of an expanding brand portfolio, increased sales growth and demand, SportsDirect.com needed to adopt a new, scalable, cost-effective and easy-to-maintain solution for their e-commerce web site.

SOLUTION:

DNN Platform plus the “DNN Evoq Content: Enterprise” content management system (CMS) in addition to dozens of additional custom-developed modules to deliver comprehensive e-commerce functionality.

RESULT:

A scalable, highly optimised and highly responsive web content management system, easily updatable by non-technical contributors. The platform allows new website deployments in less than a day to maximise business continuity.

THE CHALLENGE

Faced with an ever increasing list of brand acquisitions and over 80% online sales growth in 2011-12, supporting www.sportsdirect.com's development was vital for their seasonal surge in demand.

To better handle the volume of traffic and transactions, Sports Direct sought a scalable, available and robust e-commerce platform, enabling content managers to easily maintain and update the site. The legacy system presented a number of concerns:

- Non-scalable and expensive to maintain
- Labour intensive: only technical staff could update and upload new content
- New front-end web technologies not utilised
- Deployment of new brand websites was too time consuming

As new brand acquisitions increased, maintaining a legacy system with a challenging set-up became a struggle. Bringing newly acquired third-party websites into the existing e-commerce team before deployment was essential by unifying supplier extranets and integrating Sharepoint into the platform. This process delayed customers' ability to purchase immediately, consequently Sports Direct required a Microsoft.NET Solution to de-couple their e-commerce offerings from the previous system, to a more resilient online infrastructure to allow for a rapid return on investment.



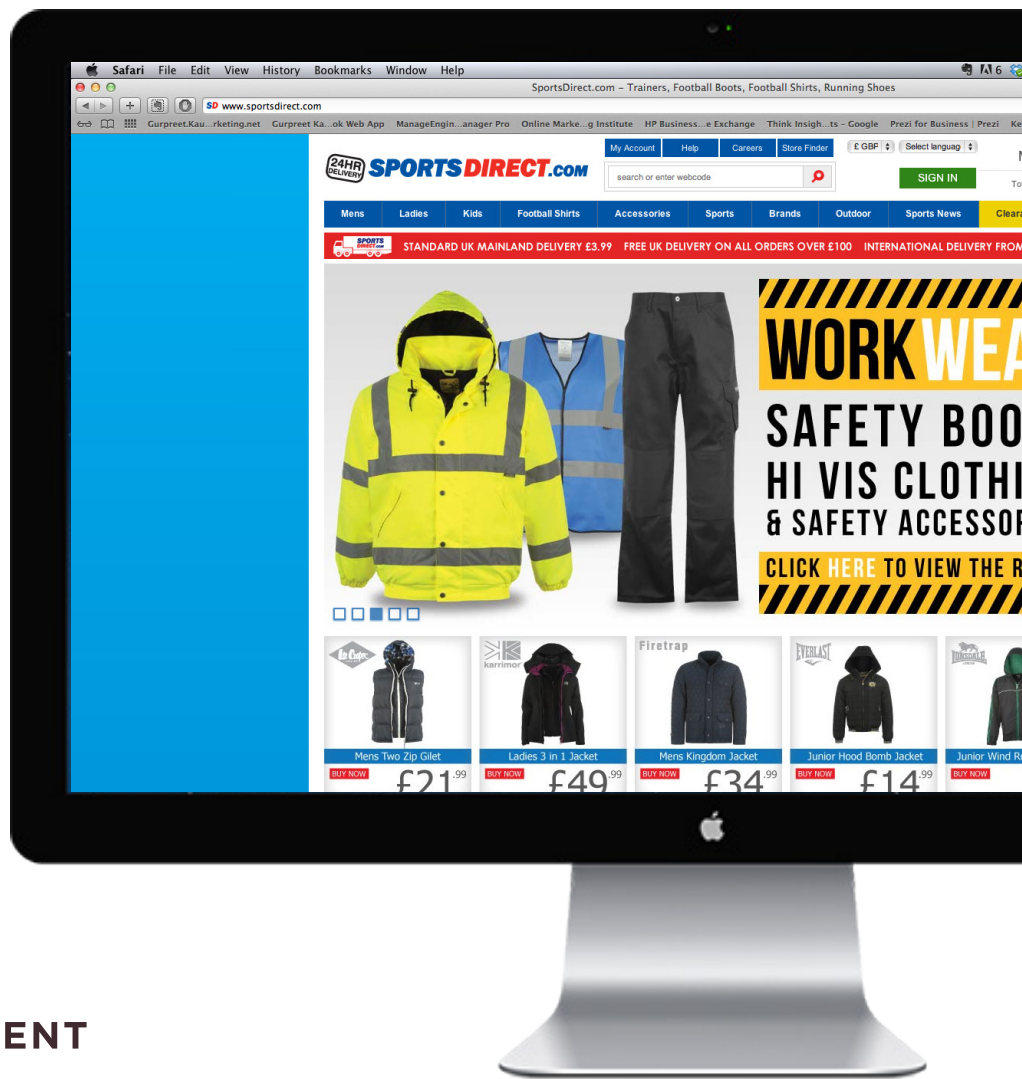
Sports Direct, one of the FTSE 100, is the UK's largest and number one sports retailer by revenue and operating profit, receiving in excess of 436,000 peak daily visitors with 7.7 million page views per day (2012). Active in 19 European countries, it owns a significant number of world-famous sport, fashion and lifestyle brands, including: USC, Lillywhites, Field & Trek, Dunlop, Slazenger and Karrimoor.

THE SOLUTION

Cantarus consultants collaborated on-site with Sports Direct's own IT development team and DNN's technical specialists to architect a solution tailored to Sportsdirect.com's complex, technical and demanding business requirements. Sports Direct's minimum requirement was to replicate their current websites functionality into a content management system that could be updated easily.

Upon transferring existing code into DNN, the rapid development for a proof-of-concept website was created. The DNN core team assisted in setting up the DNN development environment and provided best practice for skin and module development. After numerous cycles of development, refining code and integrating DNN more effectively, extensions to the framework became a priority to provide feature-rich functionality.

Working closely with the e-commerce team, Cantarus provided training to support existing developers and composed informative wikis to support contractors and other staff working on the project. Upon completion of the project, Cantarus returned to deploy a successful platform upgrade to DNN 7.



evoq | CONTENT

Cantarus implemented the DNN Evoq Content CMS for its enterprise level support and following features:

- Scalable and extensible to meet growing demand and increased order fulfilment capacity
- Flexible framework to allow integration with current e-commerce system; highly responsive and highly optimised
- Quick re-deployment of sites in multiple languages and currencies
- Ease of use - edit content and add new product categories without technical expertise
- Highly granular permissions-based security, with work-flow provision for content management

“ *Sportsdirect.com’s online business is an important, rapidly growing retail channel for our company, increasing 83% over the past year*

Jay Lyford, IT Manager, 2012

THE RESULT

Investing in a new platform helped towards over 50% revenue growth in FY12, with sales in FY13 increasing another 15%. The new platform has facilitated rapid expansion of the number of websites and scale of SportsDirect.com’s e-commerce operations.

ADAPTABILITY:

Fast and reliable with 100% uptime, Cantarus architected a solution to allow system maintenance without downtime, allowing SportsDirect to add new products, new websites and upgrade the platform with no negative effect on their website and customers.

SCALABILITY:

New websites deployed in less than a day, with a customised, fully automated roll-out procedure, SportsDirect.com’s developers can rapidly modify specific web applications and design templates for individual brands whilst maintaining consistency across all their sites

SECURE ENVIRONMENT:

Granular permissions to add pages, modules and delete content with little technical knowledge. Marketers can update products and promotions quickly for their customers, without technical knowledge.



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