

## Moosejaw Mountaineering rocks customers with multi-channel experience from IBM and CrossView



### Overview

#### ■ Challenge

*Involve customers in an entertaining shopping experience that is consistent across all sales channels*

#### ■ Why IBM?

*IBM has a vision for social commerce that Moosejaw shares and a single platform for multi-channel retailing*

#### ■ Solution

*Multi-channel retail solution that blurs the lines between in-store, Web, mobile and call center and enables a unique, consistent, high-quality, fun customer experience*

#### ■ Key Benefits

*Enhanced ability to retain customers and grow customer base; increased site stickiness with a more interactive shopping experience and social networking; increased customer satisfaction and conversion rates across all sales channels*

Thousands of Web sites offer serious podcasts these days. Moosejaw Mountaineering's Web site has a respectful podcast from the company's cleaning lady. What's the connection between mountaineering and cleaning tips (i.e., freshen your vacuum by washing the bag in lemon juice)? None really. Moosejaw Mountaineering (Moosejaw) may sell outdoor gear, climbing equipment and snowboards, but its real product is passion, excitement and plain silliness.

The company gets into the heads of its customers, finds out what really turns them on and then engages the customer on a very personal level. The Madison Heights, Michigan-based mid-sized retailer reaches its community of customers using cell phone texting, e-mails, blogs, podcasts and product reviews, as well as a multi-channel sales strategy including Web sites, retail stores, a mobile site, a call center and

print catalogs. The company operates seven physical stores in Michigan and Chicago, and five Web sites, including Moosejaw.com—a top 50 site according to Internet Retailer. The formula is working to make Moosejaw a phenomenon of rapid growth in the retail industry.

Now Moosejaw is ready to take the customer experience to the next level. Says Moosejaw COO Jeffrey Wolfe, "We are blurring the lines between retail, mobile, call center and e-commerce, taking the best of each channel and making it possible across all channels."

#### Envisioning a true multi-channel experience

Moosejaw chose IBM WebSphere® Commerce and IBM Business Partner CrossView to create its multi-channel mix. What did IBM and CrossView offer to the visionary retailer that other vendors couldn't match? Wolfe explains, "For years I was searching for a company that had a single platform for all channels. Everyone talks about multi-channel commerce, yet no one does it on a single platform—no one but IBM. True multi-channel commerce has to be done on a single platform. There are lots of companies that compete with IBM, but it is very clear that IBM is six months to a year ahead of the competition."

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*– Jeffrey Wolfe, COO, Moosejaw Mountaineering*



Using that single platform—the same database and business logic for stores, call center and Web sites—is the technical innovation that provides a consistent shopping experience across all of Moosejaw’s sales channels. The result comprises choice, convenience, context and continuity, while customers seamlessly traverse channels doing business when, where and how they want. In contrast, it’s not unusual to see companies maintaining separate Web infrastructures for different product brands, or using independent systems for their point of sale (POS) devices, call centers and the Web. However, using a multi-platform approach can create an inconsistent, ineffective customer experience and a fragmented or incomplete view of customer data across channels, brands and divisions, not to mention the increased operational cost. With the Moosejaw multi-channel experience, customer data, pricing and promotions, orders and inventory changes, and payment and shipping options are

integrated and registered in all channels, integrating resource allocation across channels.

Says Wolfe, “With CrossView and IBM WebSphere Commerce, we will take proven e-commerce functionality and make it available in the retail stores and call center without any extra effort. Add-on products and cross promotions that we prepare for the Web site will be available to in-store staff and in-store customers on a dual-facing screen on the IBM SurePOS™ 500 Express terminal. Our retail and call center staff can view real-time inventory of other Moosejaw stores, the Moosejaw warehouse and our supplier warehouses, and they can easily place orders directly in the POS or call center for store pickup or home delivery. In addition, 21st century alternate payment methods, which so many of our customers use online and on our mobile Web site, will now be available to use in the retail stores. Finally, social commerce data like customer reviews and product level blogs, so integral to the online

shopping experience and the Moosejaw community, will now be accessible via the point of sale system, in-store kiosks and mobile phones. This is the stuff that gets me so excited about multi-channel commerce.”

#### **Tying the pieces together**

It was easy for Moosejaw to tie all of its sales channels together because the point of sale was fully integrated with the IBM Sales Center and IBM WebSphere Commerce platform that the retailer had already purchased. Moosejaw now sets up merchandising once, and advanced merchandising like cross-sell and personalized promotions are delivered consistently in all three channels. This tight integration was achieved because CrossView built its POS product on top of IBM WebSphere Commerce Enterprise, utilizing its Extended Sites capability and IBM WebSphere Remote Server. WebSphere Commerce Extended Sites (e-Sites) enables retailers to offer

multiple, unique sites to serve different brands, regions or targeted segments of customers. Each of these sites has a unique look and feel and can implement unique business rules and policies if desired. Yet the unique sites coexist on the same infrastructure, sharing appropriate data and business logic for advanced retailing like cross-sells.

By integrating Web, store, catalog and call center channels, Moosejaw customers can shop however, whenever and wherever they choose. The result: a customer-centric organization that fosters loyalty, satisfaction and efficiency. "CrossView enables Moosejaw to leverage its WebSphere Commerce investment right into its physical stores. CrossView brings the richness of the Web experience onto the POS so it becomes more than just an order capture system. The Moosejaw sales associates easily bridge the online relationship Moosejaw already has established with its customers," says Dave Lebowitz, vice president of sales, CrossView.

Another critical part of the Moosejaw solution is the IBM Retail Integration Framework. If the technologies in the store environments can't talk to one another in near real time, retailers can't optimize efficiency and responsiveness. IBM Retail Integration Framework provides a cost-effective platform for rapidly integrating all retail devices and

applications, including POS solutions. It leverages a seamless set of software products based on open standards, such as Java™ Platform, Enterprise Edition (Java EE), IBM WebSphere Commerce and WebSphere Remote Server along with services that are pre-integrated, packaged and configured to provide a store-level implementation of a service oriented architecture (SOA). CrossView's POS is validated for the IBM Retail Integration Framework.

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#### **Leveraging IBM's lead in the retail space**

Each Moosejaw store runs IBM SurePOS 500 terminals, which communicate with a WebSphere Remote Server running on IBM System x™ servers. The WebSphere Remote Server is a proxy to the centrally located WebSphere Commerce instance that is also serving the Web and call center users. The POS terminals have instantaneous

access to the business data stored locally on WebSphere Remote Server and real-time access to the business processes and data of the e-commerce server. In the event of an outage, the WebSphere Remote Server also communicates with the central implementation of WebSphere Commerce via IBM WebSphere MQ. If the network goes down, each store can continue to operate in offline mode. Transaction detail will sync-up via MQ when communication is restored.

Moosejaw also chose IBM Sales Center for WebSphere Commerce for its call center. Sales Center leverages the profiles, catalog, order management, promotions and merchandising capabilities of WebSphere Commerce to provide call center representatives with the functionality they need to service, cross-sell and up-sell cross-channel customers. It delivers the speed and productivity required for high-volume call centers via a customizable user interface designed for maximum productivity and multitasking.

#### **Stores of fun for the future**

What's next after the new solution goes into production? "We met with the developers and strategists at IBM Toronto Labs," says Wolfe. "They clearly have a vision that I share for multi-channel social commerce, and with their help, we can take the customer experience to a whole new level.

In fact, they have been working with us on using IBM Lotus® Connections for social networking a little further down the road.”

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– Jeffrey Wolfe, COO, Moosejaw Mountaineering

#### **For more information**

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