



# Campmor embarks on e-commerce trail, thousands buy online weekly.

Is there something about the boundless World Wide Web that appeals to the adventurous spirit of outdoor enthusiasts? Many in the specialty outdoor products industry believe there is, and have swiftly grasped the opportunity to attract Internet cruisers to their Web stores. According to industry estimates, nearly 43 percent of outdoor product retailers have taken to cyber marketing to entice new and younger audiences.

*“To be a key player in the outdoor world, we have to be on the Web. With our IBM e-commerce solution, we’ve got the right foundation to gain a competitive edge.”*

—Daniel Jarashow, President, Campmor

Says Daniel Jarashow, president of Campmor, one of the oldest retailers of outdoor clothing, camping and backpacking equipment in the United States, “Our customers are explorers by nature and the Internet satisfies that instinct. E-commerce opens up a new dimension for the retail industry and it is particularly

suited for our market.” He should know. Since Campmor opened the doors to its virtual store, [www.campmor.com](http://www.campmor.com), last November, it’s been averaging 2,000 online orders every week. Online revenue has raced to nearly 20 percent of total revenue, with an annual growth rate of 400 percent. Nearly 10,000 visitors beat a path to Campmor’s online store daily.

Campmor first launched its Web site four years ago, with rudimentary home-grown e-business capabilities. However, seeing the enormous marketing potential of the Web, the company turned to IBM Business Partner Thomas & Poorbaugh Communications, Inc. to provide

<b>Application</b>	Online outdoor retailer
<b>Business Benefits</b>	100% ROI in five weeks; online sales 20% of total sales; 400% annual growth rate; Web traffic tripled
<b>Software</b>	IBM Net.Commerce IBM DB2® Universal Database™ on Sun Solaris IBM Net.Data® IBM HTTP Server
<b>Business Partner</b>	Thomas & Poorbaugh Communications, Inc.



Campmor’s online store is gaining ground rapidly with outdoor enthusiasts.



security-rich and easy-to-use e-commerce capabilities. The revamped Web store, now powered by IBM e-business technologies, was an instant success. Web traffic tripled to nearly 9.5 million hits a month, and online orders increased five-fold in the first two months over the same period in the previous year. "We've achieved 100 percent return on investment within five weeks," claims Jarashow.

### **As rugged as they come**

An electronic catalog, stored in IBM DB2 Universal Database on a Sun Enterprise Server, lists more than 10,000 products—camping, backpacking, mountaineering, water sports and bicycling equipment and more. IBM Net.Commerce Pro merchant server software provides the shopping cart and a plethora of features—Campmor Explorer, a comprehensive search facility; Express Trail, a listing of products by manufacturers; Web bargains; and TrailMail, an electronic mailing list. "Since we launched the Web site using the IBM e-business solution, subscriptions to TrailMail have increased 300 percent," informs Jarashow. "Compared with print newsletters or mailers, this is the most cost-effective way to promote products. We receive significantly more orders after TrailMail is sent out."

According to Marion Poorbaugh, senior vice president of Thomas & Poorbaugh Communications, Net.Commerce and DB2 Universal Database provide the flexibility to accommodate multiple product lines, with unique characteristics and pricing requirements. "The flexibility of DB2 and the ease of customization that Net.Commerce offers,

enabled us to develop a Web site as complex as this very quickly," explains Poorbaugh. "We could provide different templates to reflect the look and feel of different product lines. This solution helps us create radically different Web sites for customers from different industries."

Having developed e-commerce solutions for numerous clients, Poorbaugh notes, "We've evaluated many products, including Microsoft®, iCat and others. For large, high-volume applications such as Campmor's, other products don't have the scalability that Net.Commerce and DB2 offer."

### **Exploring e-commerce frontiers**

The Campmor Web site resides on a Sun UltraSPARC Web server hosted by Digex. IBM HTTP Server protects the privacy of online transmissions, with its support for industry-standard, 128-bit Secure Sockets Layer (SSL) encryption. IBM Net.Data provides connectivity between the Web server and the DB2 database. Soon, the Web application will be integrated with the company's back-end systems to automate order processing and track orders online. Says Jarashow, "IBM has modules that will link the Web store with existing systems. This was an important consideration as we developed the Web site."

As successful as Campmor's mail-order business is, all attention is now focused on e-commerce. Noticing interesting trends on its Web site, such as higher sales during weekends, Campmor is planning marketing programs to exploit the Internet's extensive reach. Says Jarashow, "To be a key player in the outdoor world, we have to be on the Web. With our IBM e-commerce solution, we've got the right foundation to gain a competitive edge."

**For more information, please contact your IBM marketing representative or IBM Business Partner.**

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For more information about Thomas & Poorbaugh Communications, Inc., visit:  
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