



CASE STUDY

gearUP Sports

How Above The Fray successfully executed a one-of-a-kind digital transformation and systems architecture overhaul for gearUP Sports. Priming the sports league uniform company to cement its reputation as an innovative industry leader.

gearUP Sports Revolutionizes the Way National Sports Leagues Shop for Team Uniforms Online

Psst, TLDR people: Scroll to the bottom for the project highlights summary.



BACKGROUND

Struggling with bottlenecks in their supply chain and technology infrastructure, gearUP Sports had reached a critical inflection point in the company's nearly 15-year journey as a leading provider of custom athletic uniforms and sports gear.

After a period of achieving significant growth, gearUP Sports was in dire need of long term solutions to address the ongoing operational issues preventing the business from positioning itself for future growth at an even bigger scale. On a quest to ramp up in an unprecedented way for the company, the team at gearUP Sports sought Above The Fray's expertise to bring their ambitions to life.

The Vision

Find an updated, more extensible and scalable ecommerce platform to integrate with their newly chosen ERP. But more importantly, build a sharper, faster and better looking purchasing portal dedicated to delivering a completely new kind of customer experience that will boldly differentiate gearUP Sports from competitors.

In essence, the company was looking to create an ultra-custom, well-designed ecommerce tool with sophisticated new features to optimize the uniform ordering process across their user base of players, parents, coaches, and fans. Additionally, it was important to develop tools to empower gearUP Sports sales reps and members of the internal production team to work at a greater scale



The Challenge

Virtually all of the business's core operational processes were manual and scattered across various systems and lacked a consistent standard of protocols. This made it especially cumbersome to synchronize cross-team efforts, and added extra time to the ordering process both externally for customers and internally for the gearUP Sports team.



Plus, the company needed to migrate from OpenCart, their previous ecommerce system, to a platform that would allow them to easily establish hundreds of new web stores daily for their customers with custom logos and branding. The concept here was to enable the players and fans of gearUP Sports customer base to order uniforms and gear directly from a dedicated team web store. But to make this work, the company needed robust technical expertise in order to put the right strategy in place, and provide thorough, crucial oversight every step of the way.

The Solution

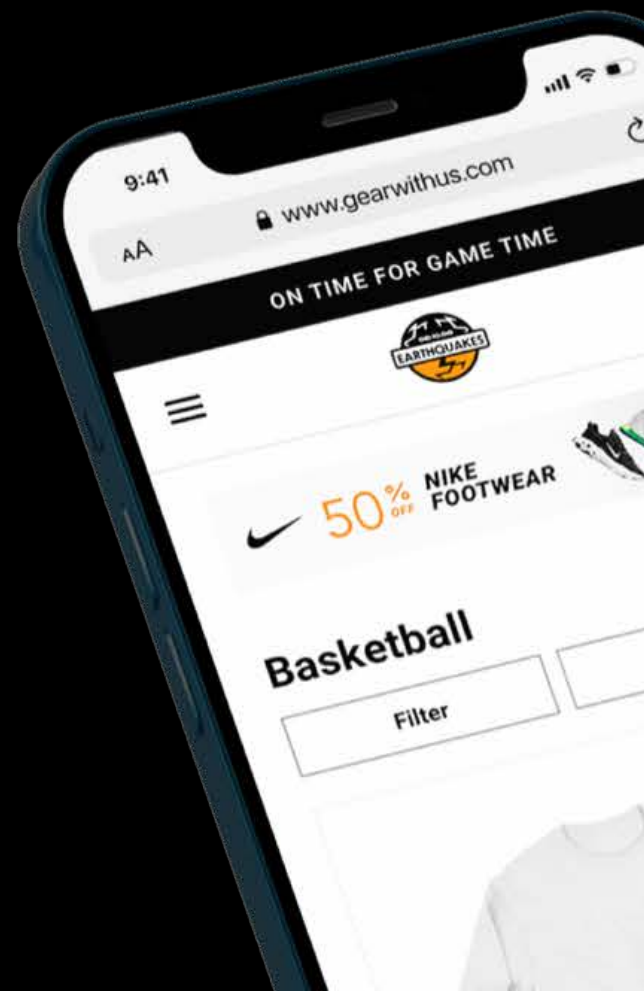
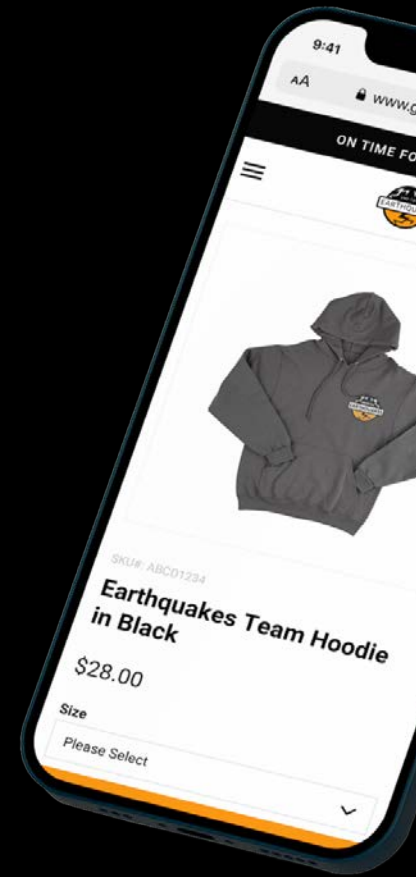
Utilizing a combination of systems architecture and custom software development, Above The Fray worked to deliver a versatile and highly-scalable solution, focused on making the gearUP Sports ordering process as efficient and intuitive as possible.

1. Streamlining Standard Operating Procedures

Getting a sufficient handle on the obstacles impacting the quality of operations was a primary focus. Step one involved connecting the dots across various company stakeholders in gearUP Sports finance, operations, sales, production, and design departments to accurately define the core business processes that needed to be streamlined in the first place.

To complete this work required nearly three months of discovery meetings, follow-ups and back and forths via email with the gearUP Sports team to get fully aligned on the existing processes and to assess how to make them better.

The ultimate goal: to document, integrate and automate these newly confirmed standard operating procedures. Furthermore, it was equally important for Above The Fray to lay a solid foundation for gearUP Sports to effortlessly clone and iterate new processes as needed.



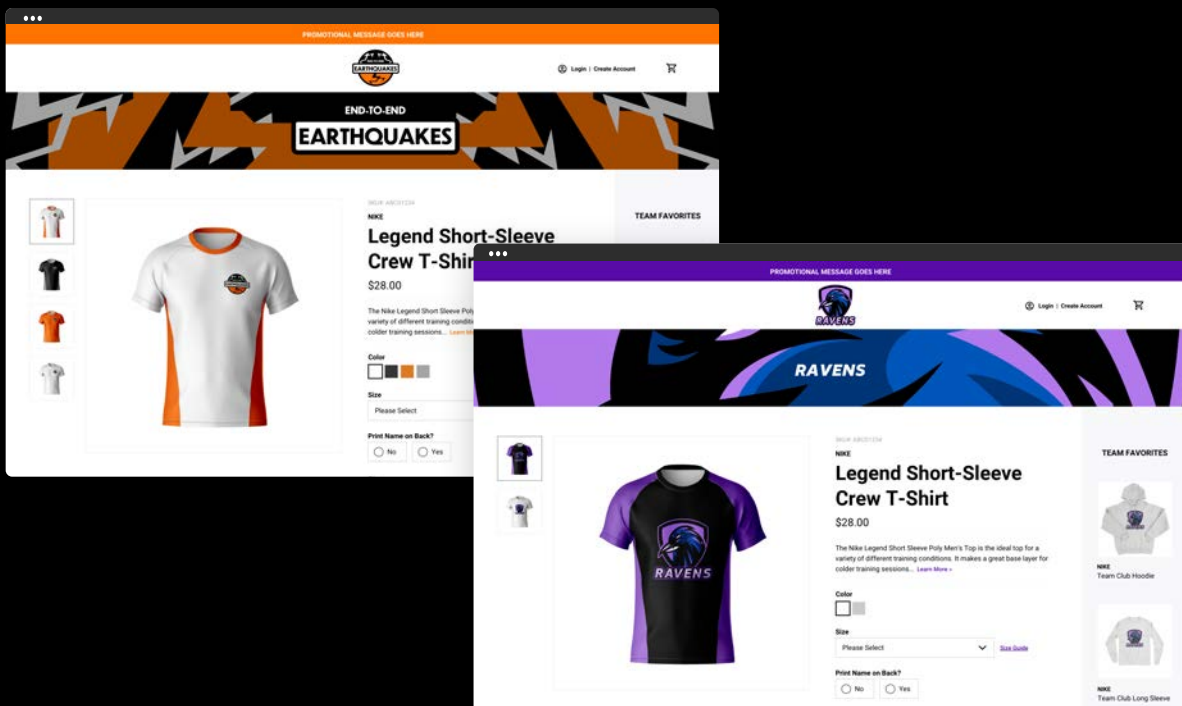
2. Integrating Adobe Commerce Cloud, Microsoft Dynamics & RabbitMQ

Finding the right ecommerce software to meet the complex criteria a project of this scale demands was an adventure of sorts. Given that gearUP Sports has big aspirations to revolutionize the way people shop and order for athletic uniforms online, the task of assessing platforms was initially somewhat arduous. The biggest pain point was finding a system with enough flexibility built in to accommodate the level of customization required.

After gauging various options, Above The Fray landed on Adobe Commerce Cloud, chosen for its adaptability and advanced features ideal for a scaling company like gearUP Sports. It was also the perfect platform because of the way it can be customized to seamlessly integrate with a variety of other systems.

In this instance, the company needed a new ecommerce system compatible with RabbitMQ, an open-source message broker used for managing real-time messaging, and Microsoft Dynamics, software for syncing critical customer data, company financials, and supply chain information.

The reward: Within minutes, the gearUP Sports team can create new customer web stores and garner a garment proof with approved artwork.



3. Providing Advanced Digital Tools

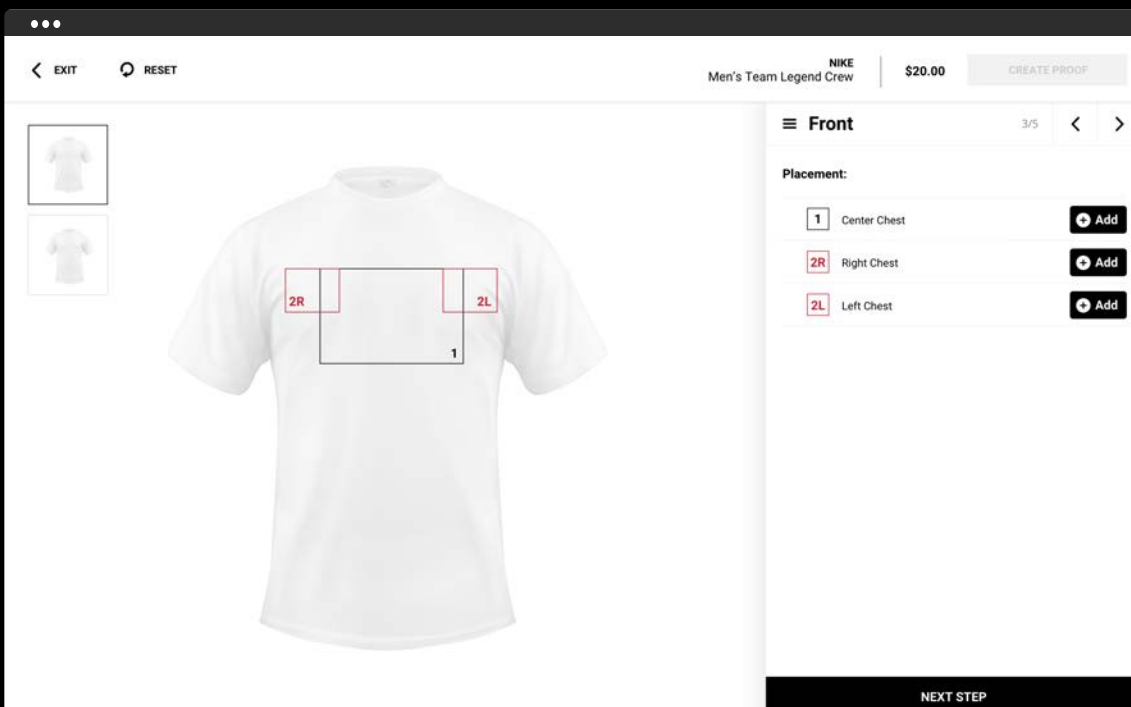
To provide a fast, dynamic and user-friendly uniform design experience, Above The Fray developed a headless, React-based product configurator.

This new workflow for generating proofs replaces a process that previously took days, and required manual touch points from multiple teams. Now, the sales team can collaborate with their league customers to create instant mock-ups of blank garments embellished with customer logos, names and numbers in hundreds of different combinations and configurations.

Yet the real brilliance of implementing such a tool to gearUP's ecommerce stack is two fold:

- 1) It drastically simplifies the inventory management process for highly customized, made-to-order products.
- 1) It allows sales reps to easily merchandise custom products on their customer's unique GearUP Sports provided Adobe Commerce store, in as little as a few minutes.

All while reducing manual intervention, time, energy and overhead for the company. An impressive feat, given how many moving parts and pricing variations exist within the gearUP Sports ecosystem.



The Impact

What Does the Data Say About the Success of ATF's Work with gearUP Sports?



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Constructing a platform of this magnitude is a perfect example of our old industry adage; achieving simplicity for end users is a product of complex work behind the scenes. After months of architecting, building, integrating, and rigorous coordinating between multiple top-tier organizations, gearUP Sports is redefining the relationship between youth sports leagues and the families that participate. Creating a true paradigm shift in the team-branded apparel supply chain saves real people with real lives time and headache. And that's what all the hard work was for. Families spending more time together instead of hassling with the messy logistics of antiquated custom apparel fulfillment.

NOAH OKEN-BERG — CEO, ABOVE THE FRAY

Project Summary & Highlights



GOALS

- Streamline core business operations and standard operating procedures.
- Expand gearUP Sports product offering and ordering capabilities.
- Differentiate gearUP Sports and edge out competitors

SOLUTIONS IMPLEMENTED

- Find and migrate to a new ecommerce platform. Adobe Commerce Cloud.
- Oversee ERP integration of Microsoft Dynamics and RabbitMQ.
- Create templated web stores and a custom product configurator.

RESULTS

- Reduced overhead of the company.
- Simplified the path to purchase for customers.
- Spurred productivity for sales reps internally.

ABOVE THE FRAY

ABOUT

Above The Fray is an end-to-end global ecommerce agency specializing in consulting, designing, building, integrating, and evolving digital commerce for growth-ready manufacturers.

We're passionate about ecommerce solutions that not only increase online sales but transform businesses. We help our clients achieve process efficiency and bottom-line growth through analysis, architecture, and engineering.

Learn More about Above The Fray at www.abovethefray.io