

# CLIENT

FILA

#### WEBSITE

www.b2b.fila.com

## INDUSTRY

Retail Consumer Goods

## SOLUTIONS

Salesforce
Salesforce B2B Commerce Cloud
Mulesoft
Microsoft D365 ERP
Jitterbit
Google Analytics

FILA is one of the world's most highly respected sportstyle brands with a celebrated history in sport and fashion. Today FILA continues to maintain its status in sportstyle and to inspire new generations through bold designs that feature a classic aesthetic and its iconic logos.

# Bringing a Connected Commerce Experience

FILA was facing a challenge of disconnected experiences between their B2B and B2C platforms. Originally, they were a B2C Commerce (Demandware) customer, but had a different B2B tech landscape. They wanted to mimic the success of their Salesforce B2C commerce platform to their B2B platform.

FILA partnered with XCentium to integrate the Salesforce ecosystem and to build out a consistent platform across B2B and B2C. The existing B2B legacy system was not scalable or flexible, resulting in inefficient, time-consuming manual work and poor user experience.

Salesforce B2B Commerce provided FILA a flexible and connected commerce experience platform that grows sales and reinvents the buyer experience.

# A Challenging and Unique Rollout

FILA planned to change its existing AS400 ERP system to Microsoft D365. Rolling out a new B2B Commerce system while migrating to a new ERP product at the same time is a challenge for any team.

XCentium was ready to take on this challenge by creating a light integration strategy with minimal impact on internal teams.

This unique launch gave both systems an opportunity to influence each other from the start and reduce duplicated work of launching systems separately. With this integration, FILA improved demand planning and forecasting while eliminating the need to update and maintain information in multiple systems.

By using Mulesoft, we were able to maintain the agility of the platform to build a full end-to-end ecommerce experience and improve the data flow between systems.

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Working with XCentium truly feels like a partnership. It made a huge difference for us and how we've been able to have such success on the platform.

Kathleen Hachmeyer - Director of Technological Innovation

# Transforming the Buyer Experience

FILA's existing system didn't allow customers to order across multiple seasons or catalogs concurrently, in addition to requiring inefficient manual importing of products, catalogs, or product details.

Another pain point was the inability to take credit card payments and having wholesale prices with no customizations to customers.

XCentium was able to deliver and build a site that captures FILA's look and feel and simplifies the complex shopping experience. The new site allowed team members to make changes on the fly, without development or code.

FILA's improved buyer experience gave business users more freedom to manage available to promise products, and gave buyers the freedom to order across multiple seasons and catalogs, with customer-productbased pricing and order workflows.

Having real-time visibility empowered marketing and sales team to view trends and run relevant promos, in addition to creating segments and personalizing offers and recommendations based on customer purchases and seasons.

# Project Outcomes

- Payment and Tax integration
- Marketing integration (promos, discounts, bundling etc)
- Faster time to launch
- Single customer view
- AOV and Engagement increase
- Flexibility and scalability
- Enhanced and real-time reporting
- Seamless connected experience
- Revenue growth