



CASE STUDY /

Foot Locker

footlocker.com
SERVICES

 ECOMMERCE | WEB DEVELOPMENT | INTEGRATION | STRATEGY
 MOBILE & RESPONSIVE DESIGN | SEO

CHALLENGE

The leading athletic apparel retailer, ranked number 54 on the *Internet Retailer* 2012 Top 500 Guide, needed an infrastructure to support growth of 10-30% per year with zero down-time, with an architecture to rapidly release new branded stores.

“When we want to get things done, Guidance is clearly our #1 partner. They care about our business as much as we do.”

- FOOT LOCKER

Foot Locker also needed to establish a mobile delivery platform sharing the core components of the website to minimize development costs, time to market, and the functional gap between both the mobile and web channels.

They also needed to establish a platform that would withstand the

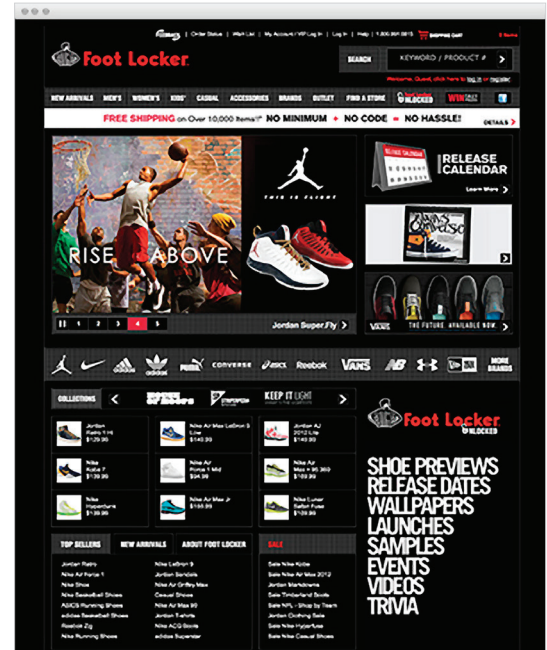
demands of flash traffic associated with promotional events, such as shoe launches; reduce delivery costs by verifying the shipping address via UPS during checkout; and, allow customers to evaluate and purchase in-store inventory.

SOLUTION

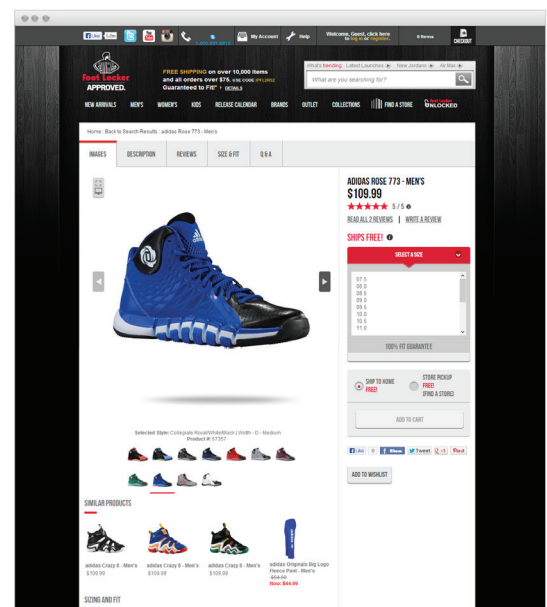
Guidance designed and developed the website on ColdFusion 9 (presentation layer), Java/J2EE application layer (Apache/Jrun), Sybase 15 Database, and a Network Appliance shared code and content repository.

The site features a customized, user-friendly admin module to enable marketing administrators to support daily site updates and promotions.

To accommodate flash sales traffic, Guidance created queuing systems, took advantage of load balancers, and developed a predefined set of inventory and capacity requirements to meet demand, to ensure stability and business continuity.



Home Page



Product Detail Page



CASE STUDY /

Foot Locker

footlocker.com

SOLUTION *(continued)*

Guidance integrated the site with Core Metrics Reporting System, Sigma Micro (OMS) fulfillment system, F5BIP, Akamai (content delivery), Monetate Multivariate Testing, MyBuys (product recommendations and cross-selling), Dotomi (re-marketing), Google Maps (store locator), and Endeca (advanced search).

Guidance successfully optimized the website to appear first in search engine results for keyword "basketball shoes".

INNOVATION

- Guidance's tight integration with order processing supports aggressive shipment metrics – 95% of orders ship within 24 hours at 99%+ accuracy – resulting in a 25% reduction in redelivery shipping costs.
- Users are able to select in-store pick-up, resulting in increased customer satisfaction and a reduction in shipping costs.
- Real-time reporting engine was also implemented to provide immediate online buying trends.
- As a client since 1998, Guidance has developed and managed more than 15 sites including Foot Locker.com, Eastbay.com, ESPNShop.com, FootAction.com and ChampSports.com.