



# **Nordica Increases Sales by 68% As a Result of Quivers-Facilitated Expansion**



## Quivers helped Nordica to **streamline its tech stack, launch pro programs and offer fulfillment options like BOPIS** through partnering retailers.

In 2022, Nordica left Hubsoft — its longstanding partner for VIP/Pro, Shop Employee and Sales Competition programs. It needed a new partner that was able to build and host flexible online stores that could be customized to suit unique audiences, pricing and promotions.

Nordica also sought to expand operations into other territories. To do this, it needed tech stack uniformity and the chance to consolidate all its ecommerce programs into a single platform.

Intent on boosting sales but wary of channel conflict, Nordica envisioned including its retail partners in order fulfillment. To this end, Nordica was keen to offer popular fulfillment methods such as BOPIS (buy online, pick up in-store) and Ship-from-Store, but needed assurances about compatibility.

## THE COMPANY

**Nordica is an Italian manufacturing company of winter sports products, with a focus on skiing. Based in Gaiavera del Montello, Nordica is currently a division of Tecnica Group.**

Founded in 1939, Nordica has eight decades of experience creating skis and boots for winter sports enthusiasts. Nordica prioritizes performance and finds itself on the cutting edge of ski technologies, while priding itself on providing skiers of all levels with unparalleled functionality and comfort.



## THE CHALLENGE

# Nordica needed a way to expand advanced commerce operations to other territories, launch successful pro programs, and increase sales without causing channel conflict.

Nordica sought to expand its advanced commerce operations across North America. As Canada is a multilingual country, Nordica would need to offer specialized language services for its shopping cart, customer notifications and website. Moreover, they would need the option to include multiple shopping cart currencies on a single website.

With approximately 50% of its online revenue coming from VIP/Pro, Shop Employee and Sales Competition stores, Nordica needed to find a Hubsoft replacement that had end-to-end capabilities for site creation, payment processing, inventory management and direct order fulfillment. Time was of the essence — it was essential that Nordica had its Pro stores up and running in time for the Winter 2022-2023 season.

Nordica was keen to include retailers in the fulfillment process but was wary of possible channel conflict. It was also concerned about the varying degree of dealer sophistication in its retail network, so would need a platform with expertise in onboarding and training dealers.

Nordica lacked the ability to ensure that online conversions would guarantee foot traffic for partnering retailers post-purchase. It identified BOPIS as a key strategic tool in its push to boost sales.



### TESTIMONIAL

“We cannot recommend Quivers highly enough. Together we’ve expanded to new territories, reinvigorated our Pro Programs, and launched a host of new fulfillment methods. We have full faith that Quivers will fight tooth and nail for our continued success.”



## THE SOLUTION

# Quivers enabled Nordica to launch **BOPIS capabilities**, **expand operations to Canada and launch pro programs** **— all while streamlining its tech stack.**

With a sizable task on its hands and a concrete deadline, Nordica needed a partner it could trust. Select Nordica stores had benefited from Quivers-facilitated direct order fulfillment for several years, which meant the ski manufacturer felt confident approaching Quivers with its needs.

Quivers was able to migrate 20+ Alpine VIP/Pro programs from Hubsoft to Quivers as part of a tech stack unification that has significantly streamlined Nordica's commerce operations. Quivers built and hosted sites, utilizing **HoverCart** to ensure that Nordica had its programs up and running well in advance of the 2022-2023 season. Nordica's Quivers revenue grew by 42% YoY as a direct result of these programs.

Quivers expanded Nordica's collaborative commerce capabilities to Canada for general consumers in 2021. In 2022 it added to existing Quivers **VIP/Pro stores** (NSP, IFSA, PSIA, etc) with CSIA, CSP and PESG programs. Quivers' adaptable software made it straightforward to implement French language services and Canadian Dollars as a currency.

Nordica empowered its retailers by giving them the opportunity to fulfill orders made by general consumers and through some select **VIP/Pro programs**. Quivers provided Nordica with a game-changing new product in the form of BOPIS. Since implementing **BOPIS** in all online Nordica stores, 13% of orders have been picked up in-store.

To help retailers get up and running on the platform, Quivers provided 1:1 training sessions. In a further effort to widen the scope of Nordica's operations, Quivers allowed for the upload of stores outside of the Quivers platform to the **Dealer Locator** on Nordica's websites.

Quivers-hosted sites now account for 26 of Nordica's 28 total online stores, including sites built and hosted by Quivers for VIP/Pro, Shop Employee and Sales Competitions. **Nordica benefits from a variety of Quivers features including HoverCart, Ship-from-Store, BOPIS and Pay Later** — which is offered through all storefronts with purchasable goods.

Quivers' partnership with brands under Tecnica Group continues to grow. In 2023, Quivers will onboard Tecnica Footwear — the company's spring/summer brand — with HoverCart, and create multiple VIP/Pro stores.

## THE RESULTS



Nordica increased online sales by an **average of 68% YoY** and has **almost quadrupled revenue** since joining Quivers.



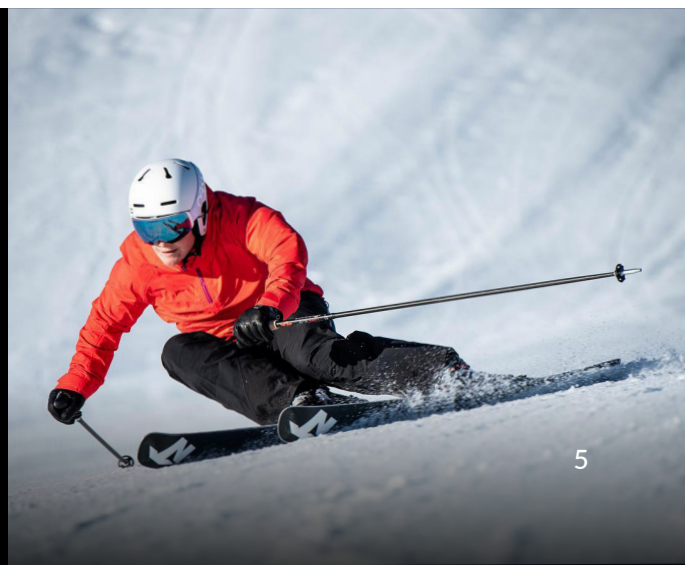
On average, Nordica achieved an additional **15% of sales (rising to 24% in 2022)** due to retailer fulfillment of orders the brand wouldn't have had inventory for.



Retailers now **fulfill 48% of all Nordica online orders**.



Nordica **reduced order-to-delivery time by 21%** (2 days and 5 hours)



# Learn More About Quivers

To find out how we can help with your specific challenges, request a demo to learn more or visit us at [www.quivers.com](http://www.quivers.com).



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## Quivers

Quivers is the leading commerce platform for specialty brands. Quivers provides specialty brands complete control of their commerce ecosystem—including retail partners, pro consumers, employees, marketplaces, and more. Quivers bridges the gap between online and offline shopping by offering specialty brands unique eCommerce features to drive performance while also powering the very best in local in-store fulfillment for their consumers. Ultimately, Quivers helps brands create a better consumer experience, increase eCommerce sales, improve sell-in, reduce stock-outs, and ship faster and more efficiently, all while maintaining a healthy B2B channel. For more information, please visit [www.quivers.com](http://www.quivers.com).