

CASE STUDY

Burton Optimizes Omnichannel Data in Digital Transformation

Clienteling program sees 60% sales conversion in its first three months

Burton Snowboards is the world's largest snowboarding brand. Founded by the late Jake Carpenter in Vermont in 1977, today it designs and manufactures industry-leading products for snowboarding and the outdoors. Not only is it steadfast in its fierce promotion of all things snowboarding, but it is also committed to reaching serious goals in the next few years related to sustainability, diversity, equity, and inclusion. Today there are 70 Burton stores around the world, and the brand is also sold online and in thousands of wholesale dealers globally.

USES

- **Mobile POS**
- **Omnichannel OMS**
- **Store Fulfillment**
- **Store Inventory**
- **Clienteling**
- **SFCC Cartridge**
- **Omnichannel Insights**

WHY NEWSTORE?

Since day one, Burton's mission has been to innovate and change the way people enjoy the outdoors. In early 2020, the company realized it had gone from almost exclusively wholesale to also having a healthy and growing direct-to-consumer (DTC) business. At the time, that business spanned 32 countries, 9 currencies, and 6 languages. The result was a myriad of challenges and complexities from different associate workflows and varying fiscalization requirements to limited inventory visibility and system instability.

Not one to back down from a good challenge, and to help it grow even further, the company embarked on a complete digital transformation. One of the areas of focus was customer-facing solutions. Burton chose to rip out its legacy store systems and replace them with a single, global omnichannel platform consisting of POS, OMS, inventory, and clienteling. NewStore was selected to help the brand provide its store guides with improved access to inventory, customer, and order data, while gaining a unified view of its business at the HQ level.

DATA INTEGRITY DRIVES TRANSFORMATION

One of Burton's goals across its digital transformation was to improve its data quality, including inventory information. With NewStore, Burton benefits from having an omnichannel solution with native store inventory management — a typically disparate system. This platform component was purpose-built to be mobile-first, meaning employee workflows across inventory functions feel familiar to other iOS apps and are therefore easy to use. As a result, one new store in the EU was able to receive multiple pallets of inventory in just a few hours. Because this task usually takes days, they calculated that it resulted in a 60% savings in time.

Having this kind of accurate inventory across stores set Burton up to successfully offer omnichannel fulfillment to its customers. As a result of gaining a real-time view of ATP store inventory, approximately 8% of DTC orders today are fulfilled from a store vs. a distribution center. On the back-end, this was made possible by an out-of-the-box integration with Salesforce Commerce Cloud, Burton's digital storefront. Using inventory availability and the customer's location, the brand can make sure shoppers get what they want quickly.

Finally, knowing exactly what inventory is available and who has purchased what empowers Burton's store guides to provide personalized post-purchase and future service. In its first three months using NewStore clienteling, guides sent roughly 1,700 SMS messages to customers. 60% of these interactions resulted in a sale, driving over a million dollars in total incremental store revenue. At the end of the day, whether that customer is on the mountain or off, Burton's store guides have complete trust in the data at their fingertips to provide the best brand experience possible.

Want to reach your goals with NewStore? [Contact us!](#)

IMPACT

60%
time saved in
inventory receiving

8%
of web orders shipped
with store fulfillment

60%
sale conversion
from clienteling



"Our store guides have been able to easily transition to the iPhone based point of sale system and immediately start assisting customers with a higher level of service. Feedback has been overwhelmingly positive from the store management team. The Burton and NewStore relationship is a true partnership. NewStore has listened to our business needs and delivered."

BRIAN MCALLISTER

Director of Global Operations,
Consumer Direct, Burton