The Problem
New Balance Team Sports and Warrior / Brine sell a large quantity of team equipment in a fairly new market to them, involving direct to team sales. Coaches, parents and players can login together in a team view store and buy certain selected products from a custom built catalog with team discounts built in. The problem came when the collections process’ started to become more and more complex because of team needs. Red Van to the Rescue.
The Solution

Use development magic and industry standard accelerators to build a new team collection building app within the Commerce Cloud. This app will accommodate complex team stores with rules for Team Optional, Team Required, and Coach only products deeply nested, all with the same uniform customization capabilities of the main website.

Systems and Features

1. **Deck Commerce Integrations** - Direct integrations with OMS and ERP.
2. **Aurora ERP** - Gives users a view of current inventory.
3. **Custom Product Collection Building** - Sales, Super Users, Team Managed.
4. **Commerce Cloud Campaigns**
Why Custom
Each team a Warrior or New Balance Team Sports representative works with needs a custom experience. This system is built to accommodate so many diverse use cases--from Girls U14 Soccer to Liverpool FC uniforms, this system can handle it.

Quick View:

1. System supports thousands of teams each with numerous team stores of up to 100 products.
2. Advanced rule management covers all scenarios for nested product groups using drag and drop containers.
3. Each product section can have custom items in it with name and player numbers customizations along with logo and saved artwork management.
4. Team stores have permissions for players and coaches to manage their appropriate level of item and purchase management.
The Work
In 10 sprints (20 weeks) Red Van Workshop utilized 2 developers, a PM and a QA team. We had the work scoped and entered, executed some iterations, tested and got the customizations to completion based on the comps from both the Warrior and NBTS design teams.

Key Features
- Allows sales staff to build custom team stores on the fly and publish them to the purchasing teams so that purchases can be made.
- Robust notifications and emails keep teams and coaches aware of the order status and who is missing required items.
- Full team roster management and coach management gives user the proper role to purchase items.
- Custom sales order summaries give sales staff the data they need to complete large and complex as well as distributed orders on time.

The Win
Red Van Workshop manages large scale stores with millions of visitors, and we can help get your installation in order. We can implement the newest features in Commerce Cloud, upgrade your aging integrations, add Apple pay support, fix quota errors, upgrade failing pipelines, and maximize your site's overall performance.

Red Van Workshop specializes in Commerce Cloud solutions you won't have to rebuild in 6 months. We take our knowledge of the platform, marry that with your business problems, then sprinkle in some development best practices to make your project and business use cases a success.