

## Celerant Powers Multichannel Commerce For O.C.C.

*The original chopper shop drives store and online sales using Celerant's integrated multi-channel commerce platform.*

Now in its seventh season on Discovery Channel, the television show *American Chopper* continues to drive a thriving retail business for Orange County Choppers (O.C.C.), the custom bike shop depicted in the series. As its retail sales have matured, so have the systems O.C.C. has deployed to manage them.

### Shelf-Level Management Of Several Sales Spikes Per Day

O.C.C. has operated a brick-and-mortar retail store since 2002, when it moved its original retail operations out of a makeshift store on the heels of its wild international television success. Since that time, Celerant Technology Corp. has helped O.C.C. grow into a 30,000-square-foot destination store at its Newburgh, NY headquarters, which serves the interest of 200 to 600 tourists and shoppers per day. Early on, O.C.C. relied on Celerant to help it manage the inventory turbulence that destination retailers often contend with.



By the time O.C.C. opened its new store in 2008, its Celerant Command Retail System was helping to manage the effect that bus-loads of shoppers at a time can have on shelf-level inventory. During peak tourist season, shelves at O.C.C. can literally be picked clean in minutes, sometimes several times per day. That's good for sales, but out-of-stocks are not good for the reputation of one of the most venerable brands in motorcycling.

Celerant's real-time inventory visibility connects the dots between POS and replenishment for the retailer, allowing it to check POS data for quick sellers in real time and immediately order replenishment stock from the company's warehouse. Now, with a few years under its belt running Celerant in the store, O.C.C. is taking full advantage of features like automated minimum/maximum inventory rules and auto replenishment, which are driven by forecasts derived from historical sales analysis.

### Single Database Enables Real-Time, Cross-Channel Inventory

Until recently, O.C.C. ran its store and Web sites disparately. In fact, the retailer outsourced Web operations entirely. But as Web commerce grew, O.C.C. became less satisfied with the loss of sales revenue it was suffering by outsourcing the management of its e-commerce site, and it wanted more direct interaction with that potential online customer base.





Given its success with Command Retail at the store level, O.C.C. decided to bring Celerant on as its e-commerce provider as well, for two major reasons. First, O.C.C. has a significant stake in its brand, a brand that is exposed to up to 50,000 unique visitors per day at [orangecountychoppers.com](http://orangecountychoppers.com). The retailer knew that its e-commerce engine would have to be rock-solid and offer tier-one functionality. Celerant's e-commerce platform enables the company to build custom, integrated e-commerce sites in boutique fashion, meeting the brand and performance needs of any retailer. At O.C.C., e-commerce functionality requirements included dynamic new arrival, top seller, and sale item modules, customized account settings, a robust search feature, and slick integration with the rest of the O.C.C. site. Also, given O.C.C.'s nature as a fan-based retailer, its e-commerce site must facilitate not only sales but *interaction* with visitors. The retailer's new e-commerce site integrates with social networking sites including Facebook, Twitter, and YouTube, and it also invites more personalized communications through an automated text alert sign-up feature.

The other primary concern for O.C.C. was its desire to integrate the systems and inventories it was leveraging to fulfill orders from any channel. Celerant's approach to enabling a centralized inventory database that serves all channels met

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*-Eric England, IT/Web Support Manager,  
Orange County Choppers*

that objective. Celerant was one of the first retail solutions providers to offer a system driven by a "single instance" database, a platform that facilitates seamless integration between stores and its fully-featured e-commerce offering.

### **Cross-Channel Visibility Drives Forecast, Planning Accuracy**

Within four months of making the decision to centralize channel operations on Command Retail, O.C.C.'s new Celerant-powered site was up-and-running. Eric England, IT/Web Support Manager at O.C.C., says the central inventory repository further extends the company's visibility into sales. "Whether we sell a product on the Web site or in the store, we have instant visibility into the change," he says. A single platform for cross-channel sales and inventory reporting drives more accurate planning and forecasting, and England says the decision to bring e-commerce in-house was wise from an operations standpoint as well. "Ending our relationship with the third-party e-commerce provider turned out to be very cost effective," he says. "We've seen a measurable increase in profit on e-commerce sales."

Given the wild success of *American Chopper* and the iconic state of the bikes O.C.C. creates, Celerant Command Retail will be driving increased cross-channel retail sales at O.C.C. for years to come.

**For more information on the Celerant Command Retail System, contact your Celerant representative or go to [www.celerant.com](http://www.celerant.com).**