

Powering 12 Months Of Sales In 7 Days

One week, 7,000 flawless transactions. In advance of a chain-wide rollout, National Roper's Supply tested Celerant Command Retail at one of the world's largest rodeos.

The Wrangler National Finals Rodeo (NFR) is one of the biggest in the world, and heading into the 2011 event, National Roper's Supply/David's Western Store (NRS) had a lot riding on it.

Founded in 1989, the 3-store multichannel retailer is poised for explosive growth, and the 2011 NFR event presented a prime opportunity for the company to showcase its emerging might in the multi-billion-dollar Western lifestyle retailing niche. To that end, Jeff Jones, CFO at NRS, wasn't shy about the capital outlay required to stake out a 90,000 square-foot temporary "store" at the event's headquarters, the MGM Grand in Las Vegas. While the 150-employee business has enjoyed healthy growth throughout its 23 years in business, Jones and his team saw the NFR event as an opportunity to make a statement among the show's 500,000 attendees from all over the world, all of whom fall squarely into the retailer's target demographic, the Western equine enthusiast. "We anticipated that a large presence at this event would act as a catalyst to expanding our customer base by exposing our brand and its sales channels to a broad geographic reach," explains Jones. Upping the ante was the fact that NRS had partnered with several of its apparel and product vendors to promote its presence at the event. The expectations of those vendors were high, and having allocated inventory to stock the event, they had a financial stake in the game as well. Jones knew that if NRS built it the fans would come, so his POS system had to perform without a hitch. "If we didn't get shoppers out the door, we would be setting ourselves up to not only disappoint customers, but our vendors as well," says Jones. "I would not have been comfortable going into the event with the system we had been running previ-



ously in our brick-and-mortar stores, which we had been planning to replace." Jones says that system simply wasn't designed for the size of NRS' expanding inventory, nor was it able to manage the flow of orders from its call center and e-commerce departments to shipping.

An Integrated Solution For Every Channel

Well in advance of the MGM project, Jones had reviewed several software solution providers and narrowed the list to the five that he felt were best positioned to provide the solutions NRS needed. Those high-priority needs revolved largely around the retailer's growing cross-channel effort. "We were looking for a single solution to tie our brick-and-mortar, Web, warehouse, and call center efforts together," explains Jones. "Upon narrowing our options to five finalists, I pulled together a team of representatives from each of these operating units and invited the chosen vendors to demonstrate their solutions. Celerant was the unanimous choice of the entire team." The NRS executives cited Celerant's solid base applications and the vendor's ability to easily develop customizations that facilitated its business processes. "In addition to seamless integration of our e-commerce initiative, Celerant had

“Frankly, we were concerned about a major hiccup, but the software performed without any significant issues.”

-Jeff Jones, CFO, National Roper's Supply

the best features for inventory setup in our environment, which enables efficiencies in our picking and packing operations,” says Jones. The timing of his team’s selection of Celerant was perfect for a high-stakes test run at the NFR event.

The aforementioned flexibility of inventory setup proved critical to the success of the test run at the NFR event. “For the temporary store at MGM, we needed something that would allow us to quickly and easily load vendor styles that we normally don’t carry in our stores,” says Jones. “We also needed to provide reporting for our vendor suppliers on a daily basis, as well as detailed reports following the show. Perhaps most importantly, we needed the system to efficiently process the high transaction volume we expected.” This was Jones’ biggest concern; as it turned out, NRS averaged more than 1,250 transactions per day at the 7-day NFR event.

Testing Celerant’s Mettle

At the NFR event at MGM, the store NRS built featured fifteen registers; ten check out lanes at the front of the store, four remote checkout registers at vendor booths, and one customer service/returns register. Two servers were deployed to ensure the store could handle high transaction volume, and Celerant sent a technician to remain on-site in the event of an emergency. Over the course of the week-long event, NRS powered through transaction volume that nearly equaled a year’s-worth of sales at its smallest brick-and-mortar store. “Frankly,



we were concerned about a major hiccup, but the software performed without any significant issues,” says Jones.

The high-stakes vendor test aside, Jones admits that going in to an event the magnitude of the NFR at MGM with a brand new system was a little bit crazy, especially considering it was the first time there for NRS. With its big splash at the NFR event behind it, the retailer is now busy getting its well-tested Celerant implementation up and running in its brick-and-mortar stores. “We’ve implemented Celerant in our two remote stores, and now we’re working on getting everything in place to go live in our largest store and warehouse/call center,” says Jones. In contrast to the test event, the implementation at its first two stores was tame. These stores feature two registers and a couple of back office computers, the large store will boast four registers, and the warehouse will be outfitted with six invoicing stations. “We’re working through the upgrade methodically and taking the opportunity to clean up years worth of legacy inventory and e-commerce databases that hold old inventory data,” says Jones. “The people at Celerant have been wonderful in their patience and willingness to help us launch on the right foot, with a clean slate.” **For more information on the Celerant Command Retail System, contact your Celerant representative or go to www.celerant.com.**