IBM

A leading producer of high-performance outdoor gear chooses IBM to deploy a high-performance computing platform tailor made for its business.

Overview

The North Face
San Leandro, California,
United States
www.thenorthface.com

Industry
- Consumer products

Products and services
- IBM WebSphere Commerce Enterprise
- IBM Lotus Web Content Management
- IBM OmniFind Discovery Edition
- IBM WebSphere Commerce Sales Center

IBM Businss Partner
- Zobrist Consulting Group, Inc.

"With IBM technology, our new Web site capability exceeds our expectations. We can control and manage content, and we can easily roll out new Web sites in different languages."

—Greg Pulsifer, e-Commerce Director,
The North Face

The North Face offers an extensive line of performance apparel, equipment and footwear. Pushing the boundaries of innovation, the company is the first choice of many of the world's most accomplished climbers, mountaineers, extreme skiers, snowboarders, endurance runners and explorers.

Challenge

The North Face wanted to launch a new business-to-consumer Web site that would allow it to sell merchandise directly to the public and deliver an integrated brand experience to match the "Never Stop Exploring" spirit. The company wanted the Web site design to feature imagery, content and media to showcase many of the 50-plus athletes sponsored by The North Face.

Solution

Leveraging IBM WebSphere® software, The North Face worked with IBM Business Partner Zobrist Consulting Group to implement a Web site architecture based on IBM WebSphere Commerce Enterprise, IBM Lotus® Web Content Management and IBM OmniFind® Discovery Edition software. The new architecture enables brand content to be woven throughout the Web site and showcases sophisticated imagery that inspires action and features athletes in their trials and triumphs.

The site also leverages Web 2.0 technology, including ratings and reviews, video and RSS feeds. Striving to provide the best customer experience, The North Face uses IBM WebSphere Commerce Sales Center software to manage customer care and looks to deliver a multichannel integration with a pickup-in-store option.

Benefits

- Supports Web traffic exceeding one million page views per day, helping the company meet or exceed its sales expectations

- Allows marketing, merchandising and sales staff to control and manage Web site content without help from IT

- Helps increase average order size with smart up-sells and cross-sells

- Eases the process of rolling out international Web sites in multiple languages, currencies and idioms

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