Case study

Catsports' success story
How k-ecommerce transformed this online sports business

Industry: Sporting Goods (B2B and B2C)
ERP: Microsoft Dynamics NAV

k·ecommerce.
powered by **mdf commerce**

Over 35 years ago, professional volleyball player and physical educator Jean Katalan launched the business that would become Catsports. What began as a small backyard shop that sold volleyball items soon grew to become a large retailer of sports items.

In 2013, Jean-François Giroux and Félix Dion bought the company and continued to expand. Soon, they also acquired companies like Praxis and Sports Equipment of Toronto.

The company has grown rapidly, and today they're a nationwide enterprise that distributes sports equipment across Canada.

As the company has grown, so have their technological demands. k-ecommerce has been able to support the company's ecommerce business as they grew.

Challenge

By 2014, Catsports realized they needed an ecommerce platform that could offer online shopping to its ever-growing customer base.

Catsports' ecommerce is powered by integrating to their Microsoft Dynamics NAV ERP using k-ecommerce. As they expanded, they found they required a digital system that could support high inventory management and full-cycle management.

At the time, Catsports had no transactional website. Their clients ordered products by fax or by phone. It became clear that an online store would empower the company to continue to grow, as it would:

> Make ordering simpler for clients

> Remove the need for multiple customer service agents to take orders by phone

> Reduce the chance of error in orders

Solution

Catsports chose k-ecommerce as their integration solution so they could navigate to the Microsoft ERP. This integration offered everything the company needed to make a smooth, successful transition to online business:

> Excellent, scalable Microsoft NAV ecommerce integration, which meant the system could be implemented quickly and painlessly

> Cloud-based sync technology

> PCI and SSL compliant, which makes it highly secure

> User-friendly platform that was easy for Catsports' marketing team to become familiar with

> Competitive pricing model, with fast deployment
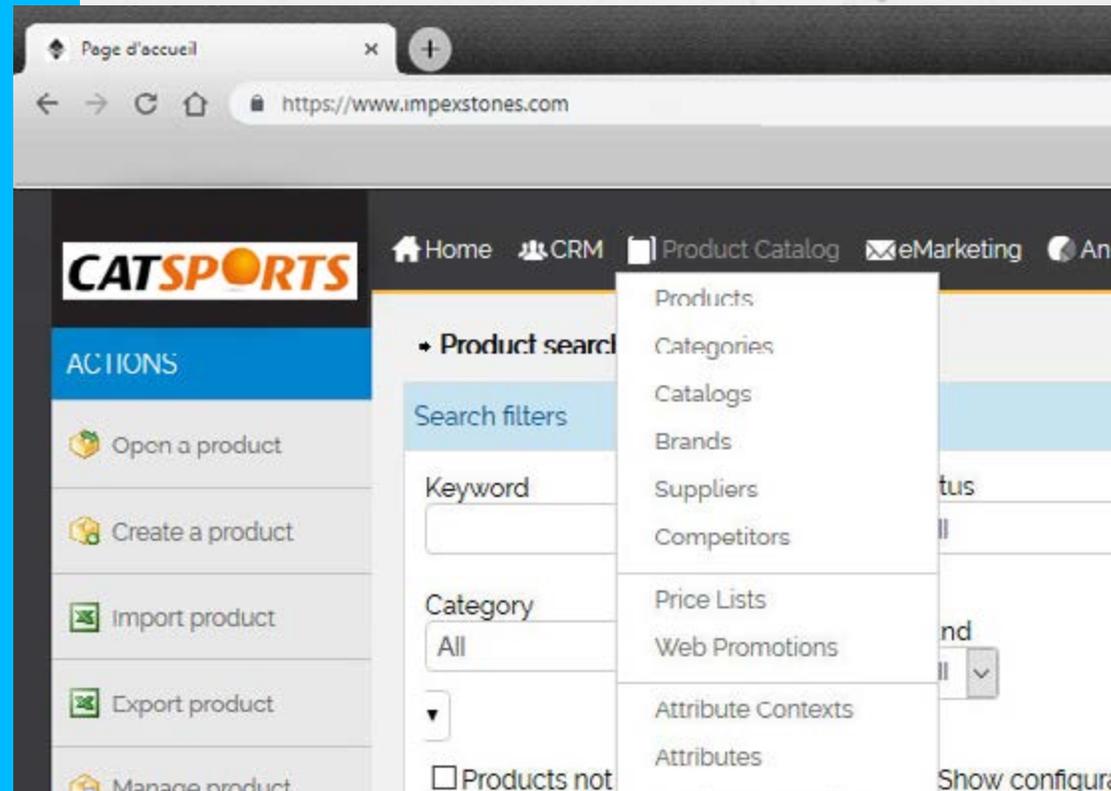
How k-ecommerce Gave Catsports the Online Store They Needed

For a company like Catsports that had never had an online presence for customer transactions, k-ecommerce offered a simple, quick way to build a functional online store.

As Sophie Chaloux, who runs the company's marketing and customer experience, explains, the website building experience was simple and fast with k-ecommerce.
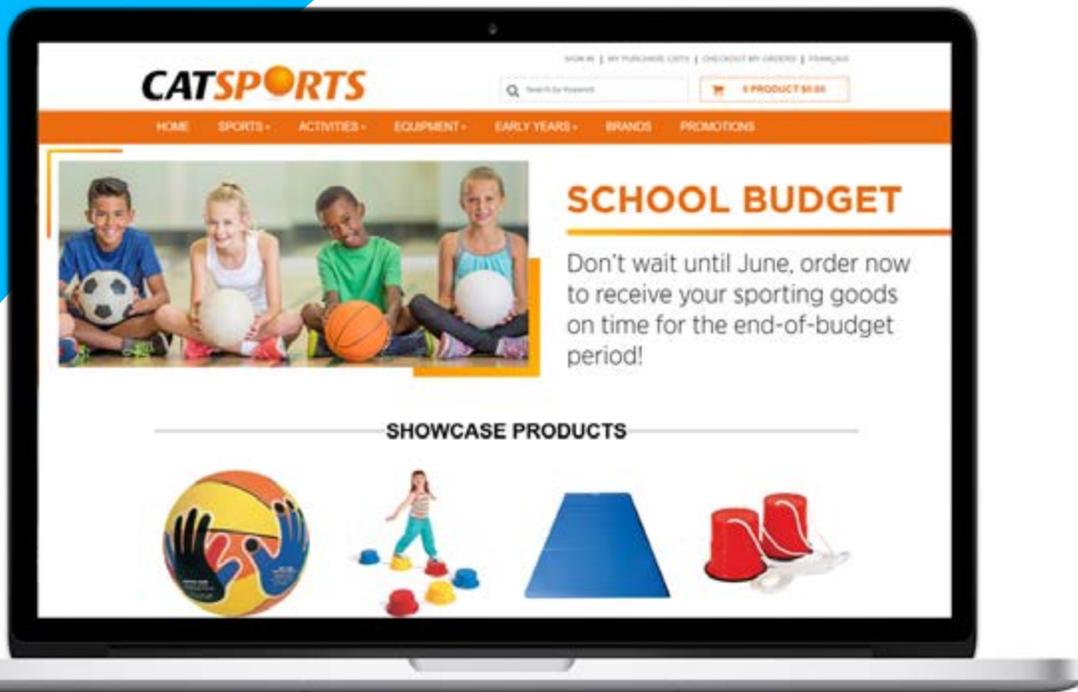
Microsoft Dynamics NAV integration:

k-ecommerce, as an integrated ecommerce platform, empowered Sophie to use the platform alongside the company's existing systems.

User interface:

The user interface is easy to use, and the platform empowers her to make simple edits to the website, such as adding titles, product descriptions, videos, and product photos.

CMS:

For Sophie, the CMS has a "beautiful configuration," which helped her create the perfect website for the company.

Marketing possibilities:

The system also helped Sophie double down on her marketing efforts. k-ecommerce has helped her create functioning sales funnels, and she has been able to direct more customers to subcategory pages and suggest complementary products to shoppers.

Coupon and gift card service:

The coupon and gift card service capabilities have also proved to be incredibly popular with Catsports customers.

Security:

Over the years, k-ecommerce has proven to be a secure, safe SSL system that keeps the company's data well-protected.

Customer support:

While Catsports is smaller than some of the other companies that use k-ecommerce, Sophie has always felt supported. "The speed of response is very appreciable and to our advantage," she says.

Results

Catsports saw substantial ecommerce growth, largely thanks to their migration online with k-ecommerce—and it doesn't look like this exponential growth will stop any time soon.

Between 2019 and 2020, Catsports had an online sales growth of 61%. In 2020, they experienced an average of 350 online transactions per month, up from 200 transactions a month in 2019.

Online sales have also begun to account for a larger portion of their overall sales each year as more clients start to do more business online. In 2020, 33% of all Catsports sales were online, while in 2019, online sales accounted for 16% of all sales.

As Sophie states, "Year after year, we are seeing strong growth in our online sales volume."

In the last 12 months, Catsports has used k-ecommerce to set up three new websites. With the excellent on-going support offered, Sophie has been able to successfully run all of their websites without requiring additional teams, essentially running 5 online stores by herself.

For Catsports, the future lies in ecommerce—and they will continue to rely on the support of their all-in-one ecommerce solution. As Sophie says, "The k-ecommerce team allowed us to create functional sites linked in real time to our ERP system, in addition to offering easy-to-use marketing tools."

> ❯ Boosted month orders by over 61%
>
> ❯ Doubled online sales in year one
>
> ❯ Online sales channel now accounts for 1 of 3 sales
>
> ❯ Year after year growth, setting up 3 new online stores in 1 year

About k-ecommerce

k-ecommerce is mdf commerce's platform for SMBs, providing all-in-one ecommerce and digital payment solutions integrated to Microsoft Dynamics and SAP Business One. k-ecommerce simplifies and accelerates online growth, offering a complete omnichannel ecommerce solution supporting both B2B and B2C engagement.

Strengthening our market position

By combining k-ecommerce and Orckestra, mdf commerce is strengthening its market leadership position in the digital commerce landscape.

▸ The Orckestra headless commerce platform is designed to serve the complex needs of enterprise-level retailers and global brands as they unify omnichannel operations and shopping experiences online or in-store.

▸ k-ecommerce provides SMBs with intuitive, all-in-one ecommerce and digital payment solutions that seamlessly leverage ERP data for automation, security and speed.

Contact us today for more information.

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