



Enterprise Software for Retailers, Wholesalers
and Brand Manufacturers



Case Study

Christy Sports, Leader in Outdoor Sports and Leisure, Unifies their Growing Business with Jesta's Integrated ERP Solutions



About Christy Sports

Founded in 1958 and headquartered in Lakewood, Colorado, Christy Sports is one of the largest winter sports specialty retailers in the USA with more than 60 locations in Colorado, Utah, Montana, New Mexico and Washington.

The Christy Sports umbrella includes a family of specialty retail and service brands all dedicated to delivering an outstanding customer experience in store, online and through its rental and delivery services. Their banners include Bootdoctors, Sturtevant's and Alpineer to name a few.



Taking Digital Transformation to New Heights

Focused on strong growth and expanding its footprint, Christy Sports has been aggressively acquiring similar specialty outdoor sports retailers over the past few years. Their goals and growth strategy include geographical expansion and add-on acquisitions to continue gaining significant market share. They're most recent acquisition focuses on a market

Christy Sports operates as an omnichannel retailer, a rental house and a custom/special order retailer. What makes them unique is the fact that they can flip some of their locations and banners from a full winter service ski and snow shop to a summer service bike and patio store. With their substantial investments in acquisitions, Christy sports potentially faced a multitude of business challenges. Each banner was

“ With our continued growth and acquisitions, Christy Sports needed a partner to work with us from beginning to end to provide a complete omnichannel software solution and also ensure robust implementation and service. ”
– Matt Gold, CEO, Christy Sports

segment that addresses their “off” or “down” season. Leisure Living, an outdoor furniture and patio business, was added to their portfolio of brands to ignite new opportunity in the summer season. Christy Sports is also focusing on the bike industry and is flipping inventory at snow locations in the summer to meet the growing demands of cycle enthusiasts.

operating individually which meant inconsistent data, multiple product catalogues, different processes and fragmented customer experiences across the board. Realizing the need for a specialized end-to-end technology, they set out to find a software system that could unify all of their brands under one platform and support their future growth.





Finding the Right Fit

With each of Christy's banners using their own ERP system and all operating individually, Christy Sports wasn't able to achieve the efficiency necessary for existing and future acquisitions. Their growth strategy required a foundational ERP system that would help them achieve unified visibility of all of their omnichannel operations. They required an agile and flexible software solution that would optimize operations for their growing list of brands under one platform, handling multiple banners with diverse seasonal product assortments. The system they were seeking also needed specialized functionality for their rental and custom orders.

Ultimately, they needed a solution partner that could offer additional, fully integrated solutions that could be onboarded in a phased manner once the foundational ERP system was implemented. Additional solutions on Christy Sports' roadmap included Point of Sale (POS), Loyalty, Gift Card management, customer engagement, omnichannel OMS, Warehouse Management (WMS) and a leading Business Analytics platform.

Christy Sports quickly realized that their vision for an all-encompassing software suite was unique in all aspects. What was most important was finding a system that could provide a holistic view of all operations all functioning under the same platform, with a focus on ease of implementation, seamless integration and the enablement of brand collaboration.

They set out to evaluate enterprise resource planning (ERP) solutions and focused on identifying a solution partner that would stay current with evolving innovation and trends, and one that was also a strong technology industry leader.



Jesta I.S. Grooming the Path to Success

After a lengthy and detailed evaluation process of multiple vendors, Christy Sports selected the Jesta Vision Suite ERP as its end-to-end foundational cloud retail suite. The most critical criteria were a system that could run multiple companies and sites on one platform while also having the ability to seamlessly integrate with future add-on software.

Jesta addressed the breadth of functionality that Christy Sports required and was identified as a leading software provider that best suited and complimented their business and future growth strategies.

Christy Sports' Software Requirements:

- A Single Unified ERP Platform for all Brands
- Easy Data Integration and Migration
- Specialized Functionality
- Ease of Deployment
- Agile, Scalable and Reliable
- Ease of Use
- Strong Innovative Technology Leader

The Jesta Vision Suite is a unified yet modular cloud platform that supports the entire supply chain and omnichannel retail operations. The Jesta Suite is comprised of four cloud solutions: Vision Sourcing & Demand, Vision Merchandising, Vision Store & Omnichannel, and Vision Analytics. Each addresses a different segment of the supply chain from demand planning and sourcing to merchandising, store/omnichannel retail and analytics.



Digital Transformation: Slaloming Through Integrations with Ease

Christy Sports was embarking on a major digital transformation and needed to do so with little to no disruption to each of their businesses. Strategically planning the implementation and roll-out of the Vision Suite was carefully thought out and sequenced.

Christy Sports is hyper-seasonal meaning that choosing the right time as well as the right brand and banner to implement the Vision Suite first was extremely important to the success of future rollouts and go-lives.

They considered the different brands that they had acquired and decided that the Christy Sports core stores would be the last to go on the system. This planning sequence gave them the opportunity work out any issues before moving forward.

“ We knew we were embarking on a major digital transformation and for us that vision started internally, and the Jesta Vision Suite was the foundation for that. ”

– Mike Starkey, CIO,
Christy Sports



Another major consideration was their business calendar; a significant amount of their revenue is generated during a very compressed period so they decided on a multi-phased approach for the implementation of the Vision Suite modules and worked around an October-to-April blackout period when they limited system integrations.

The first phase of product implementation included Jesta's Financials, Merchandising, Point of Sale (POS), Mobile, Gift Card and Loyalty modules followed by Warehouse Management, Order Management and Analytics.

Implementing Jesta's Merchandising system has allowed Christy Sports to eliminate independent buying groups using homegrown software. Having the entire merchandising team under one centralized system where product planning and seasonal assortment planning is aligned will enable a more holistic and efficient planning, and standardized processes. Matching the overall supply to the demand, Jesta's Merchandising system has truly been a game changer.

Jesta's Warehouse Management and Analytics solutions have succeeded in helping Christy achieve real-time inventory management across all of their in-store and online banners, which has been key to the success of Christy's newly implemented e-commerce platform. Having centralized real-time inventory visibility across their banners has enabled Christy Sports to leverage Jesta's Order Management software to fulfill online customer orders from multiple warehouses. Optimized order fulfillment has accelerated deliveries for enhanced customer experiences. Jesta's Vision Analytics is powered by Snowflake and Tableau, which delivers agility and powerful, interactive data visualizations of business performance.





“The convenience and economies of scale that Jesta I.S. provides by packaging multiple solutions in a single platform will improve our operational excellence and efficiency, and also allow us to further elevate our high levels of guest service and experience.”

– Matt Gold, CEO, Christy Sports

Jesta’s integrated software modules also include specialized functionality that is required for Christy’s rental and outdoor furniture business. Christy Sports can reserve and track inventory by item, size and color, and can track and manage the assembly of specific items. Storing, packing and managing deliveries is also done through the system. These additional capabilities have automated many manual and paper-based processes, and provided much-needed visibility for improved efficiency and accuracy, and superior customer service.

Driving Christy Sports' Digital Transformation

Jesta’s Vision Suite has been instrumental in the digital transformation of Christy Sports. The software’s end-to-end integrated capabilities and exclusive functionalities have truly enabled Christy Sports to:

- ✓ **Unify and streamline operations**
- ✓ **Centralize the management of diversified products and assortments**
- ✓ **Achieve greater inventory visibility and control**
- ✓ **Automate processes**
- ✓ **Bolster omnichannel fulfillment strategies**
- ✓ **Analyze business processes and performance with accessible real-time data**
- ✓ **Elevate customer satisfaction and experiences**
- ✓ **Scale to accommodate growth**

Client Commitment, Experience and Loyalty

Much of Christy Sports' success can be attributed to the deep and meaningful relationships they form with their clientele, otherwise referred to as "family." They share a common passion for the outdoors which resonates in their ability to personalize experiences for each of their customers. Committed to providing

POS, store associates can prepare orders in advance, reducing line-ups and wait times, adding to an even greater in-store experience and overall customer satisfaction. Christy Sports expects the integration will lead to a five-minute savings per rental check-out. That is huge: thousands of rentals mean millions of minutes customers gain back on the slopes. The new system is paperless

“ We are all about the customer experience, and that customer experience really starts with the associate's experience. If the associate doesn't feel they have the right tools and technology to deliver exceptional service to our customers, it's ultimately the customer that will suffer. We are grateful for the intuitive technology Jesta has provided. Its ease of use empowers our associates to provide the service level that our customers have come to expect. ”

– Mike Starkey, CIO, Christy Sports

seamless and meaningful experiences to their loyal customers both physically and digitally, Christy Sports is implementing a new rental system for all of their locations across all of their brands. This equipment rental and reservation service is a critical driver for their core businesses. The new rental system fully integrates with Jesta's POS in the stores. Customers can reserve online and show up in-store for easy pickup. With customer and reservation information readily available at the

which will allow store associates to eliminate manual tasks that have the potential for errors. Up-to-date customer data is also stored and readily accessible in the system for future loyalty programs.

Going one step further in their desire to heighten the service they provide to their customers, the system can now handle customized ski package rentals that can also be delivered directly to the customer, elevating the customer experience tenfold.



“Digital transformation and omnichannel retailing are key to the future of retail. We are honored to be that software foundation for Christy Sports. We look forward to the next chapter of our journey and more exciting future rollouts.”

– Arvind Gupta, President, Jesta I.S.

Aligning with Christy Sports Strategic Goals

Jesta’s partnership, collaboration and commitment have been the binding factors in Christy’s remarkable growth and transformation journey. Deploying a scalable and robust technology has strengthened their overall operational agility, setting the groundwork for future investments and technology deployments.

ABOUT JESTA I.S.

In business for 50+ years, Jesta I.S. is a global developer and provider of enterprise software for retailers, wholesalers and brand manufacturers. Customers like Cole Haan, Perry Ellis and Puma use the Jesta Cloud Vision Suite for supply chain, sourcing and procurement, demand planning, merchandising, inventory management, store operations and direct-to-consumer deliveries.



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