

# Chick's Sporting Goods Customer Success Story

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*"The best-known retail brands around the world are standardizing on Island Pacific"*



*"We wanted an end-to-end system that wouldn't require us to integrate multiple pieces from different vendors. We found what we were looking for in Island Pacific."*

*- Erin Diebold,  
Director of MIS and  
Accounting,  
Chick's Sporting Goods*

## Chick's Sporting Goods Scores with Island Pacific

Chick's Sporting Goods is Southern California's first retail sporting goods chain. Chick's began in 1949 as a single-store sporting goods and bicycle shop in Covina, California. Today Chick's has grown to over 1100 employees in 10 retail locations, and one outlet store. Chick's Sporting Goods caters to the active lifestyles of its Southern California customers by offering a wide range of gear and apparel for golf, baseball, ski, snowboard, skating, tennis and water sports. The company's institutional sales department also has the ability to outfit entire sports teams.

As with any expanding organization, however, Chick's was challenged by its own growth. With only one small warehouse, they needed the ability to efficiently receive product directly at each store location, which required online, real-time system access. Chick's had 12 locations that needed to talk to each other and to the head office. Additionally, they had an aggressive growth strategy, and needed to find a way to address their growth challenges, while continuing to provide the same first-rate customer service.



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In any retail environment, speed is essential; downtime isn't an option. Chick's previous system just wasn't keeping up. It was unstable, unreliable, and a very difficult system from which to get accurate data. With a growing organization, Chick's also needed the ability to customize information, a task their current system was unable to accommodate, said Erin Diebold, Director of MIS and Accounting. "We spent so much time just keeping the system afloat. I spent many nights and weekends in the office, making sure things kept running!" Diebold knew their aging system needed upgrading to handle the growing need.

A representative from Deloitte and Touche recommended several different software solutions, and a two-year evaluation process was undertaken. "We recognized that many of the solutions we reviewed had 'deal breakers' in the first ten minutes," said Diebold. "We narrowed the choices down to Island Pacific and one other vendor. The other company offered us something similar to Island Pacific, but they were much more expensive. They were also too new, and weren't tested or proven. We wanted an end-to-end system that wouldn't require us to integrate multiple pieces from different vendors. We found what we were looking for in Island Pacific."

The results from installing Island Pacific software have been very positive. The previously-experienced downtimes have been replaced by dramatically increased business efficiency. Prior to implementation, open to buy was limited to a 12-month period. Now Chick's inventory is down significantly, where before, says Diebold, they were "very over-bought." Inventory turns have greatly improved as well. And with 12 terminals in every store, inventory control is tighter, and merchandise can be located on a minute-by-minute basis. Inventory can be moved from store to store in less than 48 hours. On-the-fly reports can easily be created with The Eye™.

Diebold is very enthusiastic about the product support as well: "Two years ago, I wasn't sure how we were going to pull this off. Island Pacific has been very supportive, and they have the knowledge and experience we need. They've helped us understand the system and provided support well beyond our 'go live' date. I don't have to give up control of the business aspects to figure out how to make our policies and procedures work with the software." With technology and industry-leading software in place, Chick's is ready to take on the competition.



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Island Pacific, 19800 MacArthur Boulevard, Irvine, California 92612, USA

Tel: +1 800-99-GETIP Fax: 949-476-2212 [www.IslandPacific.com](http://www.IslandPacific.com)

