CASE STUDY

Columbia Sportswear Company

Practices: CMS
Technology: CMS
Services: CSM Integration
Buzz Words: Loyalty, Sportswear, Omni-channel enablement
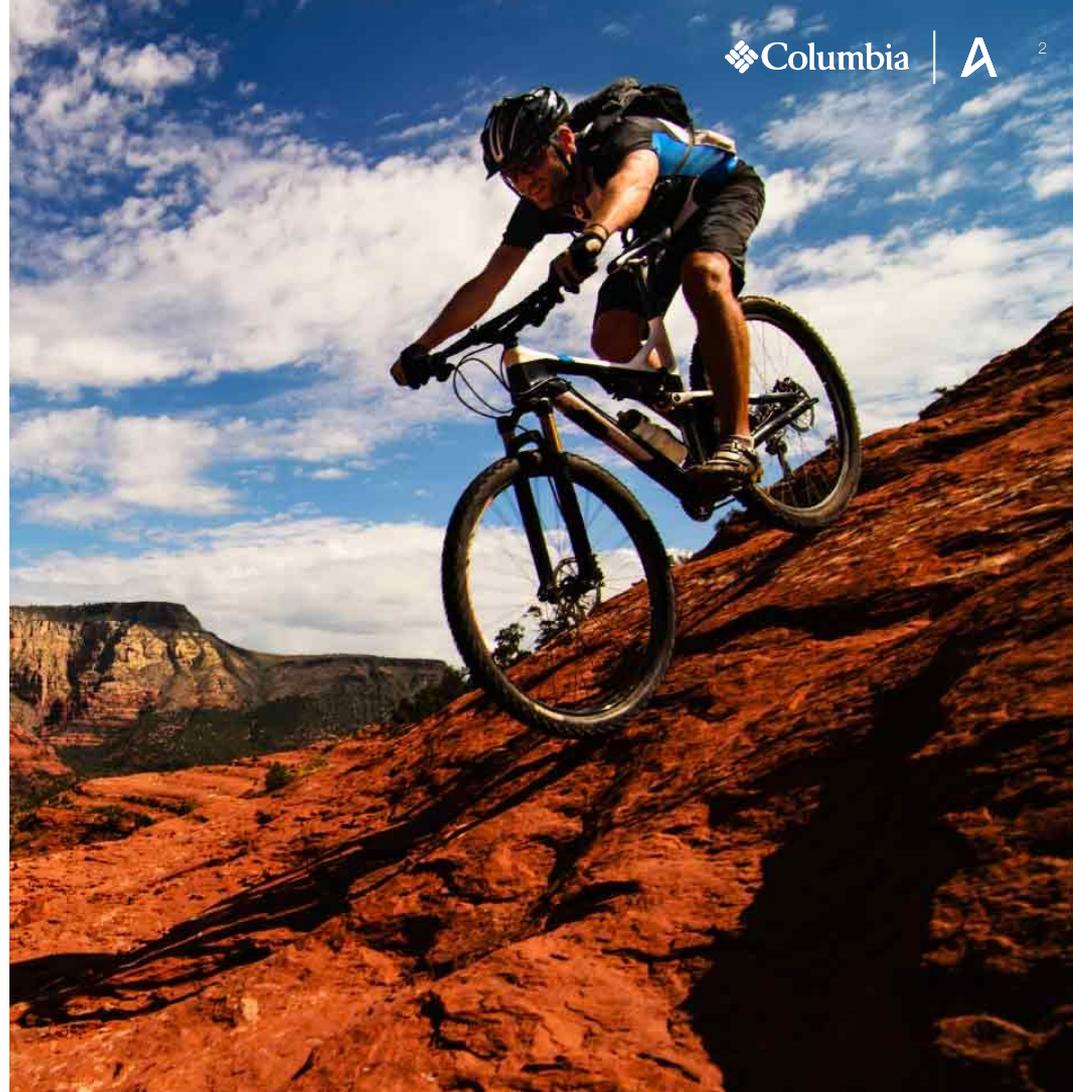
Columbia Sports
Global SFRA Update & CMS Integration

Columbia Sportswear engaged Astound Commerce to lead multiple development teams in migrating their legacy SiteGenesis codebase to SFRA. Astound installed a DevOps and continuous integration program to help Columbia deliver value to its customers quickly.

PROJECT FACTS

○ Innovative CMS integration

○ Multiple loyalty and gift card vendors

○ Omni-channel enablement

COLUMBIA SPORTS

Global SFRA Upgrade + CMS Integration

Columbia Sportswear engaged Astound Commerce to lead multiple development teams in migrating their legacy SiteGenesis codebase to SFRA. Astound installed a DevOps and continuous integration program to help Columbia deliver value to its customers quickly.

Engagement included:
- Innovative CMS integration
- Multiple loyalty and gift card vendors
- Omni-channel enablement