



Case Study

Custom Team Collections



The Problem

New Balance Team Sports and Warrior / Brine sell a large quantity of team equipment in a fairly new market to them, involving direct to team sales. Coaches, parents and players can login together in a team view store and buy certain selected products from a custom built catalog with team discounts built in. The problem came when the collections process' started to become more and more complex because of team needs. Red Van to the Rescue.

The Solution

Use development magic and industry standard accelerators to build a new team collection building app within the Commerce Cloud . This app will accommodate complex team stores with rules for Team Optional, Team Required, and Coach only products deeply nested, all with the same uniform customization capabilities of the main website.

Systems and Features

1. **Deck Commerce Integrations** - Direct integrations with OMS and ERP.
2. **Aurora ERP** - Gives users a view of current inventory.
3. **Custom Product Collection Building** - Sales, Super Users, Team Managed.
4. **Commerce Cloud Campaigns**

The screenshot displays a user interface for building a team collection. At the top, there are buttons for '+ ADD PRODUCTS TO COLLECTION' and 'SAVE COLLECTION'. The interface is divided into several sections:

- GROUPINGS:** A sidebar on the left with options: 'CHOOSE ONE', 'BUNDLE', and 'Labeled'. Below these are instructions: 'CLICK/DROP & DROP TO COLUMNS.' and 'GROUPS CAN BE PLACED INSIDE OF GROUPS TO COMBINE OPTIONS. FOLLOWING GROUP(S) RULES APPLY:'. A list of rules follows:
 - When adding "Bundled", you must manually adjust individual product pricing to equal bundle offer price desired.
 - No "Labeled" groups within "Bundled"
 - No "Choose One" groups within "Optional"
 - "Already Own" suppressed on "Bundled"
 - "Bundled" groups will reset once group is added to cart to allow multiple purchases of group by shopper.
- SEND OPTIONAL EMAIL:** A checkbox option.
- GEAR STORE (Optional):** A section containing two product cards, each with a 'Coaches Only' checkbox and an 'X' icon:
 - MEN'S CUSTOM LONG SLEEVE TECH TEE:** Upcharge: \$5.00, Price: 16.79 (reg: \$28.00)
 - MEN'S CUSTOM KNIT TRAINING JACKET:** Price: 41.99 (reg: \$79.00)
- TEAM BUYS (Required):** A dashed red box containing a 'CHOOSE ONE' section with three items:
 - APRES:** Price: 38.99 (reg: \$65.00)
 - TURF 4040V3 SYNTHETIC MESH:** Price: 50.99 (reg: \$85.00)
 - Assistant:** Price: \$65.98
- PLAYER BUYS (Required):** A dashed red box containing three items:
 - Stuff:** Price: \$74.97
 - MEN'S CUSTOM TECH POLO:** Upcharge: \$5.00, Price: 26.99 (reg: \$46.00)
 - CUSTOM NB SWEATSHIRT:** Upcharge: \$5.00, Price: 29.99 (reg: \$50.00)
 - WOMEN'S CUSTOM TECH SHORT:** Upcharge: \$5.00, Price: 17.99 (reg: \$30.00)
 - Off field:** Price: \$70.00
 - MEN'S CUSTOM KNIT TRAINING JACKET:** Upcharge: \$5.00, Price: 41.99 (reg: \$70.00)

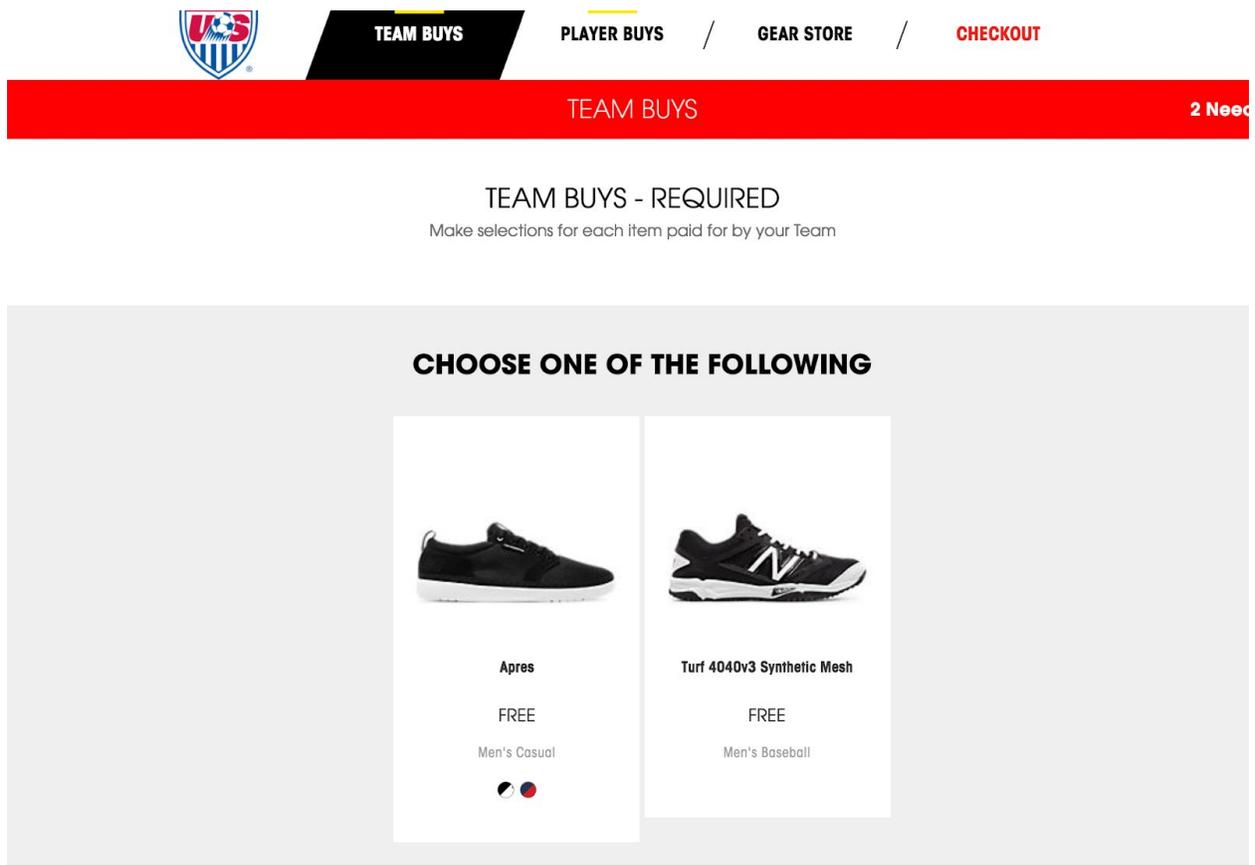
At the bottom right, there are buttons for 'SAVE C', 'HELP', and an upward arrow.

Why Custom

Each team a Warrior or New Balance Team Sports representative works with needs a custom experience. This system is built to accommodate so many diverse use cases--from Girls U14 Soccer to Liverpool FC uniforms, this system can handle it.

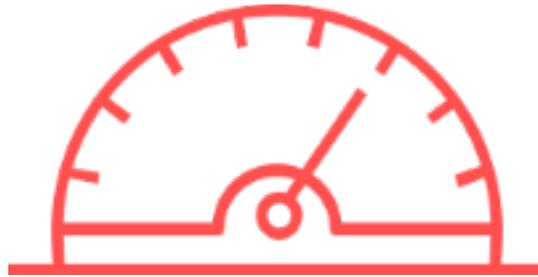
Quick View:

1. System supports thousands of teams each with numerous team stores of up to 100 products.
2. Advanced rule management covers all scenarios for nested product groups using drag and drop containers.
3. Each product section can have custom items in it with name and player numbers customizations along with logo and saved artwork management.
4. Team stores have permissions for players and coaches to manage their appropriate level of item and purchase management.



The screenshot shows a navigation bar with the US Soccer logo and menu items: TEAM BUYS (highlighted), PLAYER BUYS, GEAR STORE, and CHECKOUT. Below the navigation bar is a red banner with 'TEAM BUYS' and '2 Need'. The main content area is titled 'TEAM BUYS - REQUIRED' with the instruction 'Make selections for each item paid for by your Team'. Underneath, a section titled 'CHOOSE ONE OF THE FOLLOWING' displays two shoe options:

Item Name	Price	Category
Apres	FREE	Men's Casual
Turf 4040v3 Synthetic Mesh	FREE	Men's Baseball



The Work

In 10 sprints (20 weeks) Red Van Workshop utilized 2 developers, a PM and a QA team. We had the work scoped and entered, executed some iterations, tested and got the customizations to completion based on the comps from both the Warrior and NBTS design teams.

Key Features

- Allows sales staff to build custom team stores on the fly and publish them to the purchasing teams so that purchases can be made.
- Robust notifications and emails keep teams and coaches aware of the order status and who is missing required items.
- Full team roster management and coach management gives user the proper role to purchase items.
- Custom sales order summaries give sales staff the data they need to complete large and complex as well as distributed orders on time.

The Win

Red Van Workshop manages large scale stores with millions of visitors, and we can help get your installation in order. We can implement the newest features in Commerce Cloud, upgrade your aging integrations, add Apple pay support, fix quota errors, upgrade failing pipelines, and maximize your site's overall performance.

Red Van Workshop specializes in Commerce Cloud solutions you won't have to rebuild in 6 months. We take our knowledge of the platform, marry that with your business problems, then sprinkle in some development best practices to make your project and business use cases a success.



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