

CUSTOMER SUCCESS

CAT5

Cat5 Gains Strategic Edge and Implements Online Stores Quicker



Cat5 Commerce is a privately owned Internet retail company that has opened six stores, including BDU.COM, MilitaryBoots.com, HikingBoots.com, TacticalPants.com, RunningShoes.com, and GunHolsters.com since its launch in 2004. All six stores are supported by the company's shared call and fulfillment centers, warehouses and premium suppliers. Cat5's vision for success involves developing and operating multiple online stores, destinations and marketplaces based on boutique, niche product categories, and marquis domain names.

Business Challenge

Cat5's previous ecommerce platform inhibited business growth by forcing the company to manage multiple stand alone storefronts. The customer experience suffered from inadequate search and filtering capabilities and inability to customize experiences.

Solution

Znode's Multifront™ platform was selected because of its ability to develop and maintain multiple stores from a single admin and its accessibility of source code for unique branding and customization.

- Access of Multifront source code allows for complete customization - resulting in innovative and unique features that are relevant to various audiences
- Multifront's Faceted Navigation has resulted in fewer abandonments and increased sales
- Multifront's easy integration with third party systems, like suppliers and vendors, increased efficiency and lowered costs



Industry
Online Retail

Cat5
Founded in 2004, Cat5 Commerce is a privately owned Internet retail company that develops and operates sophisticated ecommerce destinations utilizing cutting edge technology and comprehensive online marketing strategies.

www.cat5.com



Results

Among the many things Cat5 wanted to offer its customers was comprehensive search and filtering functionality. With Multifront, customers on Cat5's HikingBoots.com can now select from extensive filtering characteristics - such as waterproofing, VIBRAM outsoles, colors, side zip or steel toes - to find the perfect pair of boots. The filtering is done in real time without reloading the screen. With access to Multifront's source code, Cat5 has also customized each storefront with innovative features that have had a positive impact on the overall shopping experience.

With each subsequent store launch, Cat5 is getting faster and more efficient, leveraging Multifront's multi-store capability to quickly and easily administer each of its storefronts. When a new feature is developed, it's easily deployed across all stores. All product information is accessed through a single online catalog, and because of the shared, integrated back-end infrastructure, Cat5 splits fulfillment and customer service costs across all of its stores. Today, Cat5 is building for the future by managing all ecommerce operations from a single touch point supported by an infrastructure that will allow the company to grow significantly and offer more relevant experiences to its customers.

About Multifront™

Znode Multifront® is an industry leading ASP.NET ecommerce platform that enables you to easily build and manage hundreds of distinctly branded ecommerce storefronts using a single shared database. Using Multifront's innovative flexible Architecture, every aspect of the online shopping experience is 100% customizable.

Contact

U.S. Headquarters

8415 Pulsar Place
Suite 200
Columbus, OH 43240

Tel: 888.755.5541
Intl: 614.468.7900

www.znode.com

United Kingdom

One Reading Central
Foxbury Rd.

Reading
Berkshire

RG1 3YL
United Kingdom

Tel: 01183 583550
+44 1183 583550

“After opening and operating three stores, we recognized that we needed a solution that would allow us to quickly replicate our process and procedures, share resources and facilitate customization and integration so that we could achieve the scalability that we wanted.”

- Chad Weinman, President and Co-Founder

About Znode

Znode is an industry-leading ecommerce provider that enables clients to create highly relevant online experiences for shoppers. As one of the fastest growing ecommerce platforms, Znode is currently implemented in over 2,000 ecommerce sites worldwide.

Copyright © 2012, Znode and/or its affiliates and partners. All rights reserved. This document is for informational purposes only and the contents hereof are subject to change without notice. This information should not be considered a substitute for independent, professional advice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission. Absent fraud, we disclaim all liability for any reliance you choose to place on any of the information provided here.

