



STADIUM AB GEARS UP WITH IFS APPLICATIONS FOR MORE EXPANSION AND GROWING ONLINE SALES OF SPORTS GEAR

IFS Applications has given Stadium the clear ability to manage its entire supply chain effectively and efficiently, enabling the Swedish sporting-goods chain to focus with confidence on its ambitions for expansion and growth in Europe and in the online shopping arena of the future.

Inspiring people to lead fun, active, and healthy lives is the core mission of Stadium AB, Sweden's largest sport retailer founded in 1974 in Norrköping in eastern Sweden.

As the company marks its 40th year in business in 2014, it can see a network of more than 140 retail stores that reach across the Nordic region that, together with a strong presence in online shopping, touches millions of consumers in Sweden, Denmark and Finland with that vision.

Today, Stadium is one of the largest sporting-goods chains in Europe.

With a broad inventory of desirable world-class brands— Nike, Adidas, Reebok, The North Face, Head, Everest, and more—Stadium is at the forefront of satisfying aspirational consumer lifestyle demand for high-quality yet affordable sports gear.

THE SUPPLY CHAIN, OPTIMIZED

For the past 14 years, IFS has stood alongside Stadium with world-class products and services that play a primary role in helping the company meet its most important challenge—always having the right product in the right place at the right time.

“We are in a really exciting market; a lot of things are happening out there today,” declares Stefan Maxeby, IT Director at Stadium. “As a result of working with IFS, we have a very cost-effective supply chain. It also makes us able to have the right product in the right store, which benefits the customer in the end.”

In 2011, IFS consultants worked closely with Stadium to create a supply chain management solution specially designed for Stadium. Since then, the IFS Applications-based solution—upgraded to newer versions to anticipate change and enable Stadium to keep pace with a rapidly-evolving international competitive marketplace—has given the company measurable benefits from an optimized supply chain that provides them with lower inventory levels, smoother purchasing routines, and centralized financial processes via a robust retail industry solution that supports its critical business processes.

And in 2012, with a later upgrade to IFS Applications, Stadium added advanced retail features for assortment planning and stock replenishment.

“IFS is essential,” Maxeby states. “It’s the most important system at Stadium today.”

With an IT budget amounting to one percent of Stadium’s annual revenue, Maxeby says keeping costs down is very important. “Of course, IFS is part of keeping to this one percent since it’s a very cost-effective solution,” he notes. “It’s a really reliable system.”

Such belief is highlighted in two significant reasons why Stadium confidently chose IFS Applications:

ABOUT STADIUM

Stadium (www.stadium.se) is Sweden's largest sports chain with more than 140 stores in Sweden, Denmark and Finland. Its mission is to inspire an active lifestyle, complemented by its business concept of “Modern, functional sports and sports-wear at the best price.” In addition to Stadium retail are special concept stores, Stadium Ski and Stadium Outlet. The subsidiaries, Stadium Solutions and Stadium Sports Camp, also form part of the company.



- Stadium is now running state-of-the-art retail and supply chain solutions in an international marketplace.
- Stadium now has complete and fully-integrated functionality for financials, purchasing and sales.

MARKET BUILDING IN GERMANY

According to some estimates, the worldwide market for sports gear, apparel and related merchandise is predicted to be worth about US\$178 billion by 2020.

Wide-ranging factors driving overall market growth include a growing fitness consciousness, the increasing popularity of sports apparel for women as well as a clear trend toward stylish and comfortable sportswear.

In Europe, Germany is a dynamic market and one that Stadium firmly has its eyes upon.

“One of the main challenges we have in the next few years is that we want to go into Germany,” Maxeby says. “We aim to open a new store in Hamburg later in 2014.”

RIDING THE ONLINE WAVE

In sports gear as in almost every other area of consumer spending, the role of online retailing is growing in significance by leaps and bounds.

Everywhere you look, the trends are clear—consumers are mobile, they are informed and they know what they want (and how much it costs).

“We definitely feel the online market is a really important area for us,” Maxeby says. “Today, customers want to buy a product whenever they like. Even if it’s in the middle of the night, they want to be able to buy the product.”

Today, Stadium Online offers a seamless shopping experience to consumers wherever they happen to be, giving them the ability to shop online via the device they’re using—desktop or laptop computer, smartphone or tablet—at any time, 24/7. Goods purchased can either be delivered to the customer’s address, or picked up from a Stadium store.

“Our online web shop is fully integrated into IFS,” says Maxeby. “So, for example, when a customer places an order, the IFS system will respond whether there is quantity on hand or not.”

SOLID FOUNDATIONS FOR A CHANGING WORLD

“I think we have a world-class retail solution today,” says Maxeby. “It takes care of the whole supply chain.” IFS’ retail solution covers the entire value chain, from merchandise planning, assortment planning, purchasing and procurement to distribution and store solutions. IFS Applications supports all business-critical processes such as basic data management, automatic goods replenishment, campaign management, human resources, and forecasting.

As Stefan Maxeby reflects on his and his company’s ambitions in Europe and in the virtual space of online consumer purchasing, he says it will be exciting to work with IFS during the coming years, especially in the mobile area.

“It’s been great working with IFS, we have a great relationship!” he states. “I would say we have been more than just partners. We have really been sitting together and discussing functionality that Stadium needs from a retail perspective.”

And he concludes, “We now have a great system that supports our business. It will be exciting in this changing market to work with IFS and see what we’re going to do together in the next 10 years.”

BENEFITS

- Optimized supply chain processes
- Complete, integrated financials, purchasing and sales functionality
- Web store fully integrated with IFS Applications
- Integrated assortment planning and stock replenishment



“IFS is essential. It’s the most important system at Stadium today.”

Stefan Maxeby, Project Manager at Stadium

