

## Case study

Allocation, Merchandise Financial Planning,  
Replenishment, Pricing and Promotion,  
Assortment Management, Workforce Management

# HIBBETT

S P O R T S

# Right Technology Increases Speed-to-delivery

## Results

- Increased up-time availability and speed-to-delivery
- Improved system responsiveness
- Continued evolution and growth of their apps
- Decreased gaps within their internal IT department
- Achieved scalability

## Real progress

Blue Yonder's Cloud services has helped Hibbett Sports increase up-time availability and improve the responsiveness of their systems, including service and performance. This has resulted in improved speed-to-delivery, which is essential to the company's success.

## Challenges

- Hibbett Sports was founded in 1945 with one store in Florence, Alabama. Today the company operates nearly 1,100 stores in 35 states, focusing on delivering premium brands with exceptional customer service.
- Solely a brick and mortar retailer for 73 years, Hibbett Sports believes e-commerce is going to be a major contributor to their revenue stream and overall growth going forward. With speed-to-delivery being a key component of reaching this success, the omni-channel retailer recognized the need for having the right technology in place.
- "The majority of the product we sell is either seasonal or fashion oriented," said VP of Inventory Management, Hibbett Sports. "Because of this, it's critical to have the right merchandise in front of the customer, whether it's on our website or in stores. Due to the high volumes, it's essential we have the right technology in place to support the speed to market."
- To remain competitive in the marketplace, the long-time customer, migrated some of their existing Blue Yonder solutions to the cloud in an effort to grow sales and profits, gain consistent support, increase uptime availability of their systems and the ability to keep up with the latest software upgrades.





## Unmatched support

“We felt that Blue Yonder was the best option for us to go with and support us on an ongoing basis. Going into the cloud is a real investment, but that being said, there are a lot of benefits you get from being in the cloud. This was why choosing the right partner was critical. And the support their cloud team offers is awesome. We don’t have a lot of issues, but it’s nice to know that someone out there from cloud support is there to solve your issues in a timely manner,” - **VP of Inventory Management, Hibbett Sports.**

## Solution benefits

- To date, Hibbett Sports has migrated multiple applications to Blue Yonder’s Cloud, the company has achieved scalability and increased productivity. The cloud has also ensured Hibbett Sports stays current with their software. “We’ve been able to do four successful migrations to the cloud and we have confidence that we’ll be able to do this within the timeframe and budget for future apps going forward,” said VP of Inventory Management, Hibbett Sports. “It won’t be a question to put it on premise or in the cloud: we’ll put it in the cloud.”
- Blue Yonder’s Cloud has also supported Hibbett Sports’ growth and continuous evolution of their apps. For example, the company attributed the short amount of time it took to upgrade their allocation capabilities to the IT staff having the ability and bandwidth to focus on new opportunities instead of upgrade issues. They commented that it took less time than anything the company has ever done on premise.

## Blue Yonder delivers

Additionally, due to the company’s location, retail IT talent isn’t easy to find and retain. “Part of the issue is

that we’re in Birmingham, Alabama, so finding IT talent with retail experience is a little bit more challenging,” explained VP of Inventory Management, Hibbett Sports. “Outsourcing that talent to the cloud has really helped us a lot. Now we don’t have to have a resident expert in house. This is another benefit the cloud has brought us along with the knowledge Blue Yonder brings along with it, so we don’t have gaps within our internal IT crew.”

“The folks we interact with are consistent. We’re not getting a new person every time that we have to bring up to speed. The cloud team understands our business,” noted VP of Inventory Management, Hibbett Sports. “We’ve spent that last two and a half years bringing the apps into the cloud and many of the people that helped us during that time are people we’re still working with on a regular basis. It seems that Blue Yonder chooses very knowledgeable people to support the cloud.”

“We’d rate Blue Yonder very highly. We think of them as a strategic partner. We buy and sell products, and all of that activity is done on Blue Yonder applications. We have a lot of confidence in those apps to deliver the results we’re looking for and we’d definitely recommend Blue Yonder to others. In fact, we already do that.”-**VP of Inventory Management, Hibbett Sports.**

 Luminate Commerce

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