

# adidas

Omni-channel integration is at the center of future strategies for both adidas and LS Retail. LS Retail is working on functionalities built around mobility and individualization, from Click & Collect, which will allow consumers to shop anywhere and anytime through e-commerce, to beacon technology, which will increase the possibilities of targeted and personalized marketing. In the future, as in the past, LS Retail will help adidas maintain its status as a world-class retailer that puts customers' satisfaction at the heart of the business.

## Martin Walz, CoE Retail Business Solutions – adidas

### adidas, as a satisfied LS Retail customer, can testify to the effectiveness of the LS Fashion solution.

There are more than 3000 adidas stores world-wide, and over 800 of them deploy the LS Retail solution.

The world-class shopping experience adidas offers is also possible thanks to LS Retail, which has helped adidas reach and optimize retail landscape by:

In retail there are constantly new trends to study and watch out for, including omni-channel strategy. Having the customer at the center of your retail business is vital for success. LS Retail can support easily your growth strategy, help meet demands and deliver results.

- Martin Walz , CoE Retail Business Solutions  
adidas

- ensuring **continuous system enhancement**, guaranteeing at least 3 yearly releases;
- high **usability**: the self-explanatory menus allow companies to achieve basic staff training in a clear, easy and fast fashion;
- **deep process understanding** of the business environment from the LS Retail IT team;
- prioritization of releases from a **global retail** point of view;
- high levels of **customization** available;
- extreme **flexibility**: the system can react easily and quickly to market requirements and changes;
- **high-quality support**: the LS Retail team guarantees honest, open and fact-based discussions, which help drive change and achieve results fast and effectively.

Some of the key demands which LS Retail has been able to realize quickly and efficiently under specific requests by adidas include:

- *auto-replenishment function*, which transforms a manual process into an automated one;
- *e-commerce interaction*, consisting in the installation of an e-commerce interface which also allows customers to verify in-store stock from the e-com page;
- *inventory check*, which allows to view real-time stock checks on tablet;
- *training modus*, allowing to switch between normal and training mode on the POS to train staff efficiently for all the daily operations;
- *various types of customization to comply with local legal and fiscal requirements*, for example through the creation of a fiscal invoice which was required by Brazilian authorities.

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***Martin Walz**, CoE Retail Business Solutions at **adidas** started working with the LS Retail business management platform 10 years ago. In May 2014 he was a speaker at the LS Retail conference *conneXion*, where he gave a presentation about how adidas has been strengthening and developing its omni-channel strategy also thanks to the tools offered by the LS Retail software solutions.*