



## Adidas

For over 80 years the adidas Group has been part of the world of sports on every level, delivering state-of-the-art sports footwear, apparel and accessories. Today, the adidas Group is a global leader in the sporting goods industry and offers a broad portfolio of products. Products from the adidas Group are available in virtually every country of the world. Our strategy is simple: continuously strengthen our brands and products to improve our competitive position and financial performance.

[www.adidas.com](http://www.adidas.com)

## Global Multi-Site Commerce Platform

arvato supports adidas as a strong partner in a global eCommerce roll-out

**The Challenge:**

- Limited functionality and scalability due to constraints of a legacy platform
- Complicated catalog management across divisions and countries

**Our Solution:**

- Initiated a global eCommerce solution powered by hybris and Endeca
- eCommerce is enabled for the USA, Canada and several countries in Europe, e.g. Netherlands, Germany, UK, France
- Solution connects to multiple backend/ERP systems (e.g. SAP) for catalog, orders and inventory

**The Result:**

- Brand sites with catalogs live globally
- Integrated solution for standard and custom products
- Highly scalable platform
- Analytics-driven business model
- Powerful business tools allow end users to manage all functionality through hybris CMS and Endeca

### Your contact

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**arvato Entertainment Europe** is a leading outsourcing provider of integrated solutions that include every step of the value chain from replication and E-Commerce to fulfillment, from distribution/supply chain management to electronic content distribution.

**arvato Systems** proposes a unique combination of competencies and skills around IT and the business processes it touches. What may be more interesting to you is how we can help you combine consulting, systems integration and infrastructure services to your advantage.

**arvato**  
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