

imagine 2018



**LEAD
THE
CHARGE**



Transforming the Customer Experience Across 100 Stores with Magento

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Why We're Here Today

Innovation distinguishes between a leader
and a follower.

–Steve Jobs

How Apple, Rural King & Creatuity Relate

- Innovation
- First Magento Order Management implementation using US-based store fulfillment omnichannel
- First to combine Magento Order Management with LogicBroker for automated omnichannel fulfillment

The Cutting Edge



Our Agenda This Afternoon

- An Intro to Rural King
- Decisions
- Solutions
- Recommendations from our Experience
- No sales pitches, just honest, actionable details

Rural King

History of Rural King

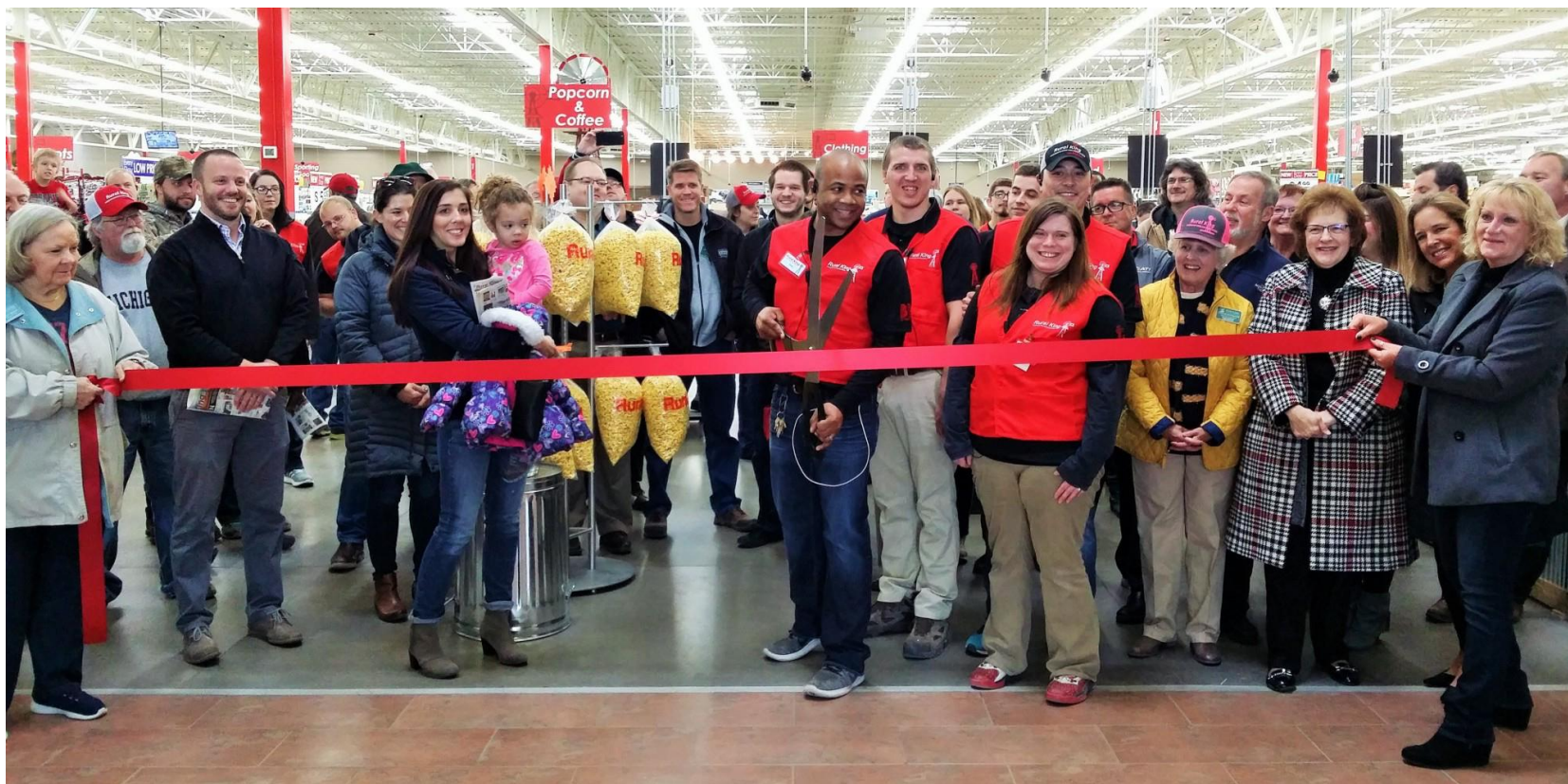
- Founded by two farmers in Mattoon, Illinois in 1960 to serve the rural customer

Rural King Today

- 110 stores across 13 states and growing
- Over \$1 billion in sales
- 8,000 associates
- Focused on the rural customer

Rural King Tomorrow

- Continued laser-focus on serving the rural customer through omnichannel technologies
- Big Hairy Audacious Goal (BHAG)
 - 250 Store Locations
 - 15,000 Associates
 - Employer of Choice in the communities we're in



History of RuralKing.com

- RuralKing.com was started by two associates who saw a need to better serve the rural customer
- Used Magento Enterprise v1 for over six years

Rural King and Creatuity

- Worked together for three years, building a deep foundation of knowledge of systems, processes and collaboration.
- Common vision of serving the rural customer and improving the day to day experience for customers and associates

Decisions

The Need for Change to Address Rising Challenges

Challenges

- Change is constant at Rural King
- Rural King challenged Creatuity to propose the best solution for a number of priorities

Rapid Growth

- What started as two associates launching an ecommerce website quickly became a major component of Rural King's business
- Extensions, systems and solutions were implemented quickly to address the rapid growth

Addressing Rural King's Rapid Growth

- Needed a flexible platform
- Something we could implement quickly
- Guidelines to enforce better policies, procedures and workflows
- Magento Commerce Cloud

Customer Experience

- Rural King's customers often live an hour from their nearest store
- Mobile-savvy
- Trip to store is planned based on In Stock quantities and ability to special order products to their store
- Simple, convenient, user-friendly

Addressing the Customer Experience

- Upgrade from Magento 1 to Magento 2
- Implement Magento Order Management
- Design a process for displaying live inventory on the web

Inventory & Fulfillment

- Many products are large or heavy and require freight shipping
- Things like gates & tractor implements come in many colors
- It should be easy and inexpensive for the customer to purchase the product they need when they need it
- Some stores are very large and have space to ship orders, others are small and lack the facilities for omnichannel fulfillment

Addressing Inventory & Fulfillment

- Extreme Chicken Barn
- Weighs 599 pounds
- 9' x 12'
- Ships freight



Addressing Inventory & Fulfillment

- Rural King should be able to utilize their existing fleet of trucks to move large items from manufacturers to the store
- We need a constantly updated single source of truth for inventory
- Ability to intelligently route sourcing requests to the stores that have the best capabilities to fulfill the customer's order

Product Information

- Many Rural King stores have over 100,000 unique products
- Vendors can provide many, many more
- Maintaining product data requires logging in to many different systems, and processes often allow corrupt data to be introduced

Addressing Product Information

- Need a single source of truth for product information management
- That system should be supported and enforced by policies that restrict workarounds by editing product data in unrelated systems

Performance

- Site performance impacts conversion rates and revenue
- Magento 1 performance was good considering all of the features involved
- Let's add new features, more Javascript and simultaneously improve performance

Addressing Performance

- Magento Commerce Cloud, with Blackfire to identify performance bottlenecks
- Cloud performance was proven out on our previous projects

Scale

- Everything built today must also serve Rural King well after doubling the number of stores
- We also must support a product assortment that's 10X the current size

Addressing Scale

- Deployed everything via cloud solutions that have autoscaling capabilities – Commerce Cloud, Order Management and Akeneo
- Held the line on processes & code quality to ensure the site is built in a way that can scale greatly without future rework

Solutions

What We Did & How it Went

Systems: Before

- Custom scripts pull inventory data from various sources and inject them into the Magento 1 database
- Several other scripts and systems work around missing features in a legacy OMS concerning store pickup
- Most data is moving through manual or at best semi-automated processes

Systems: After

- Product data is created and enriched in Akeneo and sent to Magento Commerce Cloud automatically, which forwards it to Magento Order Management
- Inventory is loaded into Magento Order Management through API integrations as well as LogicBroker
- Orders information flows seamlessly between Commerce Cloud and Order Management

Solution: Integrations

- Everything is built around queues to provide scalability
- Utilized Magento modules and object oriented programming to enforce a common, easy to debug interface between all data sources and the omnichannel technology stack

Systems & Integrations: Customer Impact

- Customers now have a clear insight into exactly where their order is in the process
- Customer service can easily see orders that have been delayed and quickly take action on them
- More time can be spent assisting customers and enriching product data and less on just moving data from system A to system B

Solution: Commerce Cloud

- Building on Commerce Cloud provided a common workflow for both Creatuity and Rural King team members to write code for the site
- Strong set of out of the box features and proven performance and scalability

Commerce Cloud: Customer Impact

- Moving from Magento 1 to Magento Commerce Cloud provided some quick wins such as responsive design
- Also allows for zero-downtime scaling as the business grows

Solution: Magento Order Management

- Considered custom modules for sourcing and routing as well as other OMS platforms
- Magento Order Management provided a familiar environment and a solid starting point for an OMS/commerce platform integration
- Built around much newer technologies such as a service bus and queuing system than other OMS platforms

Magento Order Management: Customer Impact

- Customers now receive much more frequent updates on their order status
- Feedback from the Order Management exception queue is driving process and buying improvements

Solution: Magento Business Intelligence

- Thanks to its prebuilt integrations for Magento Commerce and Order Management, Business Intelligence was a seamless launch
- Allows analysts and managers to define their own reports

Business Intelligence: Customer Impact

- Capturing and monitoring key metrics that previously weren't captured or were recorded by hand
- Driving further investments into process and staffing efficiencies
- Giving immediate feedback on seasonal best sellers, driving better buying decisions

Solution: Akeneo

- Needed a solution for product data, with a preference for PHP-based systems with an open-source background and a Cloud offering
- Wanted something that could allow Rural King to add more process enforcement as processes matured
- Needed a scalable solution to help move quite a bit of product data

Akeneo: Customer Impact

- Products with incomplete product data can be identified and improved much more quickly
- Merchandisers can focus on a product data based system instead of a multipurpose commerce platform, making them more efficient

Other Technologies Leveraged

- ShipperHQ
- ShipStation
- Signifyd
- PayPal

Recommendations & Results

Learn from Our Experience

Results

- See more in the Keynote at 11AM on Wednesday
- Timeframe – 10 months. Start to soft-launch was 9 months.
- Implementation Cost – all of this cost less than the average implementation cost for competing enterprise-grade ecommerce platforms

Magento Commerce Cloud

- Magento Cloud Deployments – So Easy a CEO Can Do It
- Single point of contact that knows the Magento platform inside and out for server and infrastructure issues

Magento Order Management

- Store pickup order routing – customers can pick up orders as quickly as 30 minutes after ordering
- Home delivery routing – hundreds of orders per hour route to the ideal fulfillment source, automatically
- Customers are receiving their orders faster, at a lower cost to Rural King

Magento Business Intelligence

- Migrating historical data provides historical reports in MBI
- Prebuilt dashboards for tracking shipping efficiencies per inventory source
- Provides a true omnichannel view as it brings together data from Commerce Cloud and Business Intelligence

Recommendations for Merchants

- Omnichannel is no longer a nice-to-have, it's a requirement
- Meet the customer on their terms – provide your products when, where and how the customer wants them

Changing Many Systems at Once

- Carefully weigh the pros and cons of changing your ecommerce platform and order management platform at the same time
- Switching both at once is disruptive, but often costs less than switching one at a time

Recommendations for Developers

- Integrations add risk. Test integrations early and often.
- Follow the workflow, processes and design decisions of the platforms.
- Order management requires a different way of thinking. Solutions that worked in pure Magento Commerce implementations may not work with Order Management
- Think big – 100,000 products doesn't seem like much until you multiply it by 500 inventory sources.

Recommendations for Agencies

- Know your client
- Plan on at least a week of on-site discovery
- Take an omnichannel view of all of your projects

Questions?