



imagine 2018



**LEAD
THE
CHARGE**



THE ECOMMERCE PLAYBOOK: TRANSFORMING THE PITTSBURGH STEELERS' DIGITAL FAN EXPERIENCE

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FIRST QUARTER:

SELECTING THE RIGHT SOLUTION TO MEET THE STEELERS' NEEDS

Uncover business and user insights to understand needs & opportunities to improve the experience.

Time box the effort to move fast



Why the need for change

What was important to the Steelers

How we evaluated solutions

What the differentiators were

Effectively timing & planning decisions

SECOND QUARTER:

HOW WE LEVERAGED MAGENTO 2
TO ACCOMPLISH A STABLE, ROBUST
ENTERPRISE-GRADE ARCHITECTURE

Leveraging REST for Modern
Integrations

A Robust API Layer was Implemented for the
Following Integrations:

- Item Master Synchronization
- Order Acknowledgment / Process Monitoring
- Shipment Updates
- Real Time Settlement
- Aged Order Reporting
- Demand Sales Reporting With ERP

THIRD QUARTER:

HOW THE IMPLEMENTATION DROVE
OPERATIONAL IMPROVEMENTS

Operational Functions Added:

- Automated item creation and setup in WMS/Storefront
- CSR visibility and effectiveness
- Drop ship capability
- Returns / appeasements
- Inventory control
- Order processing efficiency (visibility into fulfillment)
- Gift card redemption

FOURTH QUARTER:

LEVERAGING MAGENTO MERCHANDISING &
MARKETING CAPABILITIES TO DRIVE
CONVERSION

Benefits:

- Promotional capability upgrades
- Deeper integration of customer loyalty program
- Custom jersey automation
- Search capability improvements
- Product filter upgrades
- Enhanced merchandise story-telling capabilities

End result: Improved site KPIs, sales & happy fans

POST GAME REPORT:

STEELERS & MAGENTO FOR THE WIN!

Site Stability:

- Cache Control
- Improved Site Visibility
- Improved Site Speed
- Highly Scalable Capacity
- Dev Ops Increased Performance

RESULTS:

- Zero Downtime During High Volume Events (Playoffs!)
- Increased YoY Sales
- Increased Conversion
- Increased Customer Satisfaction

THANK YOU!

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