



Epicor Success Story

Kinnucan's Specialty Outfitter

Expands Business with Epicor Eagle Solutions

Company Facts

- ▶ Location: Auburn, Alabama
- ▶ Industry: Outdoor Sporting Goods
- ▶ Number of Locations: 13
- ▶ Number of Employees: 300+
- ▶ Web site: www.kinnucans.com



Success Highlights

Challenges

- ▶ Start eCommerce business
- ▶ Maintain loyalty program momentum

Solution

- ▶ Epicor® Eagle®
- ▶ Epicor iNet™ eBusiness Suite
- ▶ Epicor Eagle Compass™
- ▶ Epicor Eagle Loyalty

Benefits

- ▶ Expanded business by six locations and growing
- ▶ Improved reporting and business performance
- ▶ Maintained and increased loyalty program

Founded in 1987, Kinnucan's Specialty Outfitter is a specialty outdoor and lifestyle inspired store. With a vast selection of products including footwear, cold and warm weather apparel, sunglasses, collegiate goods, and women's fashion, the company has partnered with brands like The North Face, Columbia, and Patagonia to provide the products that their customers desire. Since it's opening, Kinnucan's has expanded into four states with thirteen locations—covering the states of Alabama, Georgia, Mississippi, and Tennessee. In 2012, the company implemented the Epicor Eagle business management system to further its growth plans.

Robust reporting to drive performance

In a short period of time Kinnucan's has experienced a great deal of success by operating the business on Epicor Eagle solutions. "We've had a lot of growth over the past few years," said Bobby Lake, president of Kinnucan's Specialty Outfitters. "We wouldn't have been able to go from seven to thirteen stores in that timeframe without Epicor Eagle—it's really been an integral part of our business."

Kinnucan's management team uses the Epicor Eagle Compass analytics reporting application to keep better tabs on the business. One reason Epicor Eagle Compass is so invaluable to the team is the ease with which reports are built and shared. "I'm definitely a fan of the Epicor Eagle Compass reporting tool because of the auto-reporting features," said Lake. "It is a

very valuable function from an operational standpoint. Epicor Eagle Compass has been a significant tool for improving our inventory levels—better ordering, better transferring, and better overall management.”

Intuitive solution that connects with consumers in new ways

Kinnucan's utilizes Epicor iNet eBusiness Suite, an integrated eCommerce and eBusiness technology solution, for the company's online store. “If you're in the retail business you will eventually have to be an eCommerce business if you want to compete effectively and have any future,” said Lake. “We spent a lot of time and energy making sure that our brick-and-mortar business was successfully and efficiently operated. Since we had all those pieces in place, it was our time to move into eCommerce to expand our business further. Epicor iNet is the technology behind our eCommerce strategy. The benefit for us is that we're now able to take our business across county, city, and state lines—geography is no longer an issue.”

Another benefit to Epicor iNet eBusiness Suite is the significant return on investment. “Today, eCommerce is roughly two percent of our business—our goal is to hit at least six percent by next year,” said Lake. “We are excited about eCommerce, and there are bounds of opportunities there for other retailers. They just need to take that leap in moving their business forward.”

Epicor iNet eBusiness Suite helps businesses connect with consumers and commercial customers in powerful new ways. “Epicor iNet gives us a vibrant and efficient eCommerce

website that allows us the ability to offer our guests a full shopping experience,” said Chris Beall, eCommerce manager for Kinnucan's Specialty Outfitters. “We can facilitate an online order for our guests immediately from one of our tablets in the store, or they can access the online store right from their home. In the event we don't have a specific product in stock at one store, they can easily order it online rather than going through the whole process of transferring a product from one location to another. By using Epicor solutions, our customers can see that we are investing in technology and they drive us to do so.”

Loyalty program provides peace of mind

With Epicor Eagle Loyalty the entire customer loyalty program is one-hundred percent managed by the business: the business makes the rules, owns the data, and—along with customers—reaps all the rewards. “We've had a loyalty program in place for many years and it has always been really successful,” said Lake. “When we made the switch to Epicor, we wanted to maintain that momentum. Because we charge a fee for our loyalty program, which is atypical in retail, our company required slight customizations to the Epicor Eagle solution. Epicor was able to completely mirror our previous loyalty program, which gave us peace of mind and has continued to help our loyalty program grow.”

“Epicor always has a strong product development path in place,” said Lake. “I know there is the short-term, mid-term, and long-term roadmap for the products we use, and that engine seems to always be moving.”

About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software that is designed around the needs of our manufacturing, distribution, retail, and service industry customers. More than 40 years of experience with our customers' unique business processes and operational requirements is built into every solution—in the cloud, hosted, or on premises. With a deep understanding of your industry, Epicor solutions spur growth while managing complexity. The result is powerful solutions that free your resources so you can grow your business. For more information, [connect with Epicor](#) or visit www.epicor.com.



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