



Shopify POS

Merchant
case studies

NOVEMBER 2024



Shape the future
with confidence



Pepper Palace

How Pepper Palace elevated their omnichannel experience to drive customer loyalty and increase repeat purchases

“

Most of our store locations are in destination locations where people are only visiting once a year or once every other year. Before, when they left, we wouldn't see them again for another year. Shopify has improved our omnichannel capabilities and allowed us to get customers into our system in store, so we can retarget them back to our website.

COREY HNAT

Director of Marketing at Pepper Palace



Pepper Palace's story

Established in 1989, Pepper Palace uses high-quality, natural ingredients to produce over 90 varieties of hot sauce. With a network of over 100 stores in high-traffic tourist destinations throughout the US and Canada, the brand employs both brick-and-mortar and online sales channels. Pepper Palace uses Shopify's ecommerce and POS solutions to facilitate their ongoing expansion.

The challenge

To continue fuelling business expansion, Pepper Palace needed to eliminate the silos between their online and in-person sales channels. As a destination brand, improving their omnichannel strategy and data collection was crucial for boosting repeat purchases and converting in-store purchases into online sales. Pepper Palace identified Shopify POS as a scalable solution that could support the brand in building a true omnichannel presence and provide a holistic view of their customer base.

The impact

Pepper Palace migrated to Shopify's ecommerce and POS solutions in just two months, seamlessly deploying Shopify POS across 40 store locations. Shopify's natively integrated POS platform supported Pepper Palace in rapidly expanding their physical store presence while enhancing their customer acquisition and omnichannel capabilities.

Since their move to Shopify five years ago, Pepper Palace has:

- ▶ Expanded from 40 to over 100 stores.
- ▶ Increased their customer data collection by >1,000%, from 50,000 to 600,000 profiles, using Shopify's mobile POS.
- ▶ Boosted online sales by 10% through enhanced omnichannel capabilities.
- ▶ Experienced an uplift in repeat purchases linked to more actionable customer data.
- ▶ Reduced POS setup costs by over \$1,000 per store compared to their previous POS solution.

OAK + FORT

“

When we thought about what we wanted, it was really about implementing a stable, modern sales solution that was capable of growing with us.

JENNIFER PEARSON

Head of Technology and eCommerce,
Oak + Fort



Oak + Fort

Embracing an enterprise-ready POS solution to power business growth

Oak + Fort's story

Since its inception in 2010, Oak + Fort has been dedicated to providing attainable luxury through apparel, accessory and homeware items. With a global ecommerce platform and expanding retail presence, Oak + Fort recently shifted to Shopify's unified solution to support their growth trajectory. Operating 42 stores across Canada and the US, Oak + Fort is now setting its sights on expanding globally.

The challenge

Oak + Fort felt their current retail tools, whether it was marketing tools or omnichannel shopping features, were disjointed and not supportive of their accelerated growth rate. The brand was focused not only on finding a centralized retail solution capable of supporting online and brick-and-mortar sales, but also on finding an integrated payment solution. Implementing a unified commerce solution was critical to growing the business since omnichannel services account for almost 30% of online transactions.

The impact

After migrating to Shopify's ecommerce platform, Oak + Fort was able to seamlessly implement Shopify's POS solution within three months. Despite the complexity of enterprise environments, the brand incurred minimal transition costs facilitated by ease of POS configuration and little custom development required. Migrating to Shopify POS has allowed Oak + Fort to achieve significant cost savings, operational efficiencies and an enhanced customer experience, positioning Oak + Fort for continued future growth.

By migrating to Shopify POS, Oak + Fort successfully:

- ▶ Onboarded 400 store employees with little downtime.
- ▶ Created a unified customer view that enhanced personalized marketing efforts and boosted promotional sales.
- ▶ Reduced hardware costs by up to 50% compared to their prior vendor.
- ▶ Realized significant time savings across both headquarter operations and retail locations.
- ▶ Improved omnichannel services through integrated inventory and back-end processes across online and offline sales channels.



Aviator Nation

How Aviator Nation boosted staff productivity by consolidating retail technology.

“

Shopify unlocked the ability for our team — who, at the time, had very little technical skills or development expertise — to self-manage our own operations.

CURTIS ULRICH

Director of ecommerce at Aviator Nation

Aviator Nation's story

Founded in 2006, Aviator Nation is a California-inspired lifestyle brand that has taken the concept of travel wear to new heights. Aviator Nation uses innovative, technical fabrics to provide colourful, vintage-style clothing for the modern traveller. Focused on experiential retail, the brand has 19 store locations, in addition to a growing global ecommerce presence and various pop-up locations.

The challenge

As Aviator Nation continued to scale, it became clear that having disparate POS and ecommerce technology stacks were creating fragmented processes across their various sales channels. The brand struggled to accurately maintain inventory and transactions between online and physical retail stores, causing frustration with both store associates and customers. Enhancing the user experience was a priority for the brand, which they understood would require the consolidation of their back-end processes and data into a singular, unified technology platform.

The impact

Through Shopify POS, Aviator Nation discovered a unified POS and ecommerce system that bridged the gap between their back-end and front-end operations, enabling a smoother workflow and data consistency. Shopify's extendable platform gave the brand the flexibility to easily integrate new apps and features, allowing Aviator Nation's staff to quickly deploy new apps and capabilities without relying heavily on external support. In turn, this helped the brand foster staff productivity and autonomy. This consolidation of technology not only improved staff productivity by simplifying internal processes, but also elevated the overall shopping experience for customers.

Since moving to Shopify, Aviator Nation has:

- ▶ Deployed Shopify POS systems to 300 associates in 3 months through a modern and intuitive POS interface.
- ▶ Achieved 10% revenue growth across their online and physical storefronts.
- ▶ Grown omnichannel sales, including fulfillment of approximately 2,000 online orders per month from retail stores.
- ▶ Improved customer interactions by providing store associates with a unified view of inventory and customer transactions.



EY | Building a better working world

EY is building a better working world by creating new value for clients, people, society and the planet, while building trust in capital markets.

Enabled by data, AI and advanced technology, EY teams help clients shape the future with confidence and develop answers for the most pressing issues of today and tomorrow.

EY teams work across a full spectrum of services in assurance, consulting, tax, strategy and transactions. Fueled by sector insights, a globally connected, multi-disciplinary network and diverse ecosystem partners, EY teams can provide services in more than 150 countries and territories.

All in to shape the future with confidence.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via ey.com/privacy. EY member firms do not practice law where prohibited by local laws. For more information about our organization, please visit ey.com.

© 2024 Ernst & Young LLP. All Rights Reserved.
A member firm of Ernst & Young Global Limited.

4606368

This publication contains information in summary form, current as of the date of publication, and is intended for general guidance only. It should not be regarded as comprehensive or a substitute for professional advice. Before taking any particular course of action, contact Ernst & Young or another professional advisor to discuss these matters in the context of your particular circumstances. We accept no responsibility for any loss or damage occasioned by your reliance on information contained in this publication.

ey.com/ca