NIKE

HOW TECHSPARQ TURBOCHARGED NIKE'S ORDER FULFILLMENT

FROM LEGACY TO LEADERSHIP

BIG CHALLENGES CALL FOR BOLD MOVES...

AT TECHSPARQ, WE DON'T JUST MEET EXPECTATIONS; WE SET NEW INDUSTRY BENCHMARKS. OUR TRANSFORMATION OF NIKE'S ORDER FULFILLMENT SYSTEM IS A PRIME EXAMPLE— FASTER, MORE AGILE, AND COST-EFFECTIVE.

LET'S DIVE IN.

TECHSPARQ

STARTING LINE

Business Challenge

Imagine you're running a marathon wearing a pair of heavy, mud-caked boots. That's what it felt like for Nike with their existing order system. It was a bulky behemoth, outdated yet expensive to maintain. Nike needed to process billions in planned inventory orders.
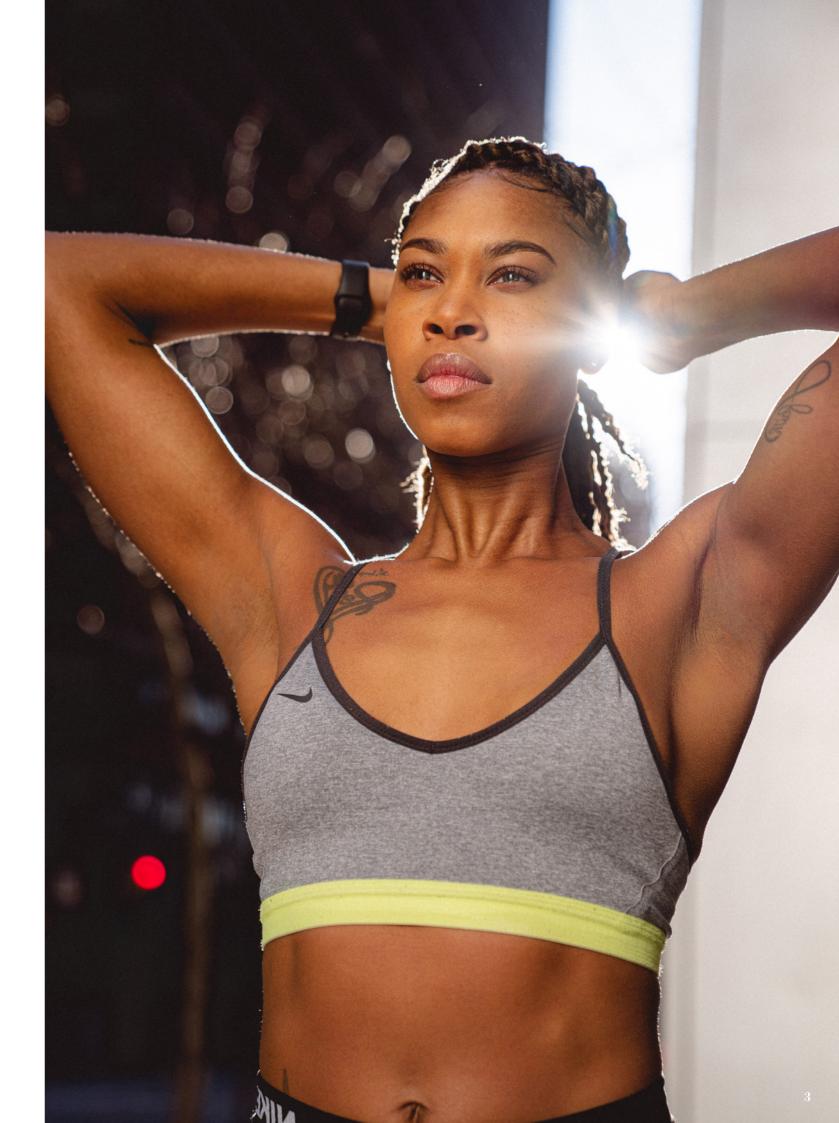
Retailers of all sizes—ranging from big box stores to mom-and-pop shops—flooded them with orders in tight quarterly cycles. The old system wasn't just a hurdle; it was a wall, preventing Nike from reaching its potential.

TechSparq's Role

A Meeting of Minds

You don't bring a knife to a gunfight, and Nike knew that better than anyone. They needed to leap into the future, and TechSparq was the trampoline they chose.

As a trusted partner in Nike's e-commerce journey, we were no strangers to their unique challenges and tailored needs. We knew the lay of the land, which made us the perfect team to guide Nike through the maze of technological transition.

TURBOCHARGING THE SYSTEM

Technical Solution

Imagine your old backyard playground, but now picture it with turbo slides and rocket boosters. That's what we did with Amazon Web Services (AWS).

AWS is like a toy store with countless building blocks, but instead of physical blocks, they're virtual tools. We chose ones that closely matched Nike's existing hardware, keeping the essence but amping up the power.

The advanced playground consisted of more than a hundred nodes, each serving a special role—Java application servers, Oracle 11i, MongoDB, Apache Web, and Apache SOLR were some key players on this robust team.

The Clock Ticks Faster

Methodology and Timeframe

The original plan aimed to roll out the transformation in 12 months. But why stick to the script when you can improvise a masterpiece?

With Agile Scrum, our team held quick, focused meetings—like huddles in a football game. These meetings, or "sprints," kept us on our toes, identifying what was working and what needed tuning.

The result? We slashed the rollout time from 12 months to 5, a speedup that exceeded even our most optimistic predictions.
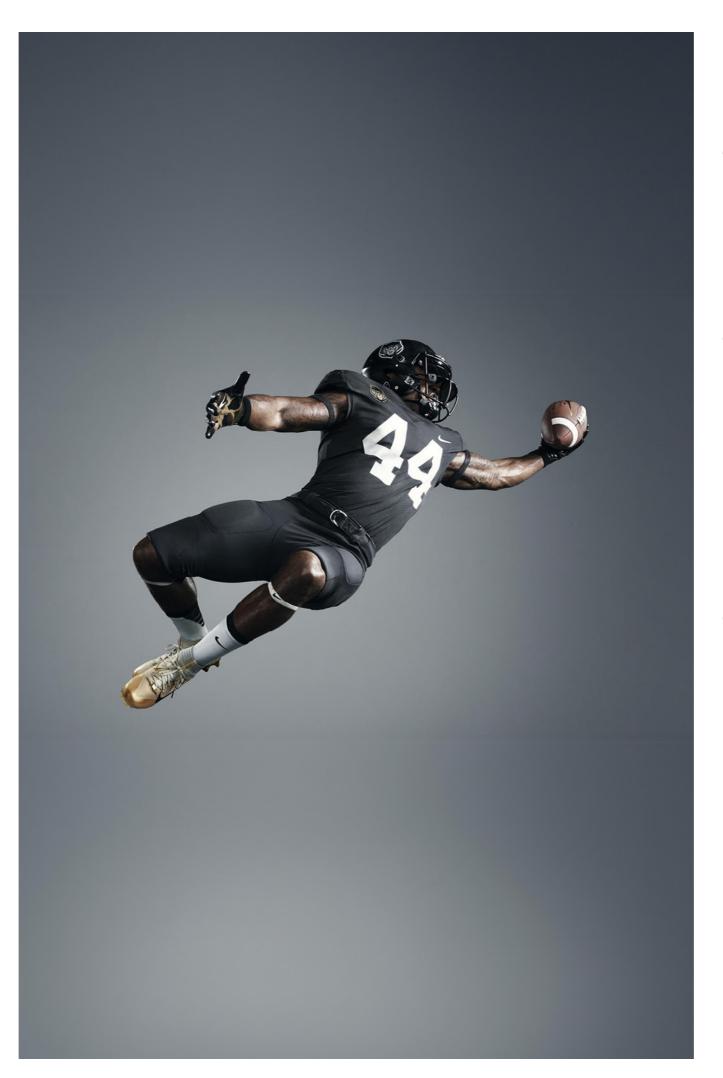
TOUCHDOWN

Outcome And Impact

When the whistle blew, not only had we crossed the finish line, we'd smashed previous records. Nike was looking at millions in annual savings, not to mention a newly invigorated eCommerce team now able to pivot at breakneck speed.

But we didn't stop there. We designed the system to flex its muscles only when needed.

This dynamic scaling meant that as order deadlines approached, the system bulked up to handle the load, only to trim down after, optimizing costs.

Now, Nike's hosting costs are a mere 20% of their original outlay.

TAKEAWAY

The Future is Bright

At TechSparq, we go beyond solving today's problems; we light the path for tomorrow's triumphs.

This Nike project was not just simple a system upgrade; it was a corporate metamorphosis.

We didn't just help Nike evolve; we established a new evolutionary standard, one that now stands as a beacon of what's possible in terms of cost savings, efficiency, and agility.

Are you ready for your own system transformation journey?

With TechSparq, the sky's the limit. Turn On What's Next.

TECHSPARQ

TURN ON WHAT'S NEXT

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