



Services: Analytics  
Industry: Performance apparel

Trading Partners: 32 retailers and e-tailers

## Case Study: Under Armour

**Under Armour** (NYSE: UA) is a leading developer, marketer and distributor of branded performance apparel, footwear and accessories, with annual revenues of more than \$1.8 billion. Its products are sold worldwide and worn by athletes at all levels, from youth to professional, on playing fields around the globe.

### Using Data to Increase Sales

As the business grew, Under Armour wanted to equip its staff with solutions designed to better understand their business and sales performance. Under Armour signed with SPS Commerce to use its Analytics solution, focusing on valuable point of sale (POS) data. The solution provided detailed data from the company’s leading retail customers, allowing Under Armour to gain deeper insights into sales information by store, style, color and other attributes.

Under Armour’s sales teams used the POS data in the Analytics solution from SPS Commerce solution to uncover new opportunities and become collaborative partners with their top five retailers. The company’s sales teams analyzed sell-through rates, sales-to-stock ratios, weeks of supply, average inventory turnover, as well as many other metrics. As a result, they could quickly identify where product sales were particularly strong. Armed with this data, they then partnered with the retailer’s buyers to improve placements and overall sales of Under Armour’s products.

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— Caryn Hall, retail planner, Under Armour

“The Analytics solution from SPS Commerce allowed our sales staff to discover opportunities to grow our business,” said Caryn Hall, retail planner at Under Armour. “As a result, we were able to quickly switch gears and utilize only reports generated from SPS Commerce to monitor our sales performance.”

### Cloud-based Analytics are Flexible, Accurate, Robust and Real-time

As the company expanded, Under Armour found they needed ad-hoc capabilities to meet their needs. The Performance Analytics solution from SPS Commerce provided the answer with powerful, easy-to-use

### Improving Under Armour’s Trading Partner Relationships



RETAILERS



SUPPLIERS



3PLS

point of sale data. Today, more than 90 individuals in the company's sales, product development and planning teams use Performance Analytics to deliver and analyze:

- Weekly sales recap reports;
- Vendor report cards using each retailer's metrics;
- New store sales performance; and
- Trend reports for key categories.

Under Armour has become a strategic partner with its retail customers by providing recommendations that are validated by the Enterprise Analytics solution. "Buyers are more inclined to trust and act on our recommendations when we provide the data to support them," said Hall.