Infogain Builds Digital Community Platform for the World's Largest Boating Supply Retailer

Infogain's solution provides an innovative way for our retail client to strengthen brand recognition, generate new revenue streams and connect with customers.

Client Background

Our client is a leading specialty retailer for the boating and outdoor industry offering boating, fishing, and sailing products. Their 240 stores located in 38 states, Puerto Rico and Canada are a leading resource for paddlesports enthusiasts, cruisers, sailors, and anglers.

Business & Technical Challenges

In the midst of the pandemic, our client wanted to strengthen brand recognition and connect with current and prospective customers. They wanted a modern community platform (that they owned) where customers could connect, discuss new products, and share information. The new community platform must:

- Align with the client's marketing and social activities
- Integrate the client's community forums on the new platform
- Generate opportunities for new revenue streams and growth

Infogain Solution

During a 10-week timeframe, Infogain built, deployed and provided end-to-end managed services for a branded community platform on Google Cloud including platform stand-up, moderations and operations. After the discovery and assessment phase, we selected and enhanced an open-source forum platform to add total members, online users, and top contributors. Scope of solutions:

- Defined a community roadmap for MVP implementation, site map, community forums and digital events journey, deployment recommendations, moderation
- Guidelines, KPIs Deployed 'Communities' on Google Cloud using Terraform DevSecOps Toolchain
- Established community moderation with client specific community guidelines
- Implemented "Design Thinking" consistent with the client's design and branding
- Integrated Salesforce Marketing Cloud for email sends
- Integrated Google Analytics Tracking for site usage Implemented a community go to market roadmap

Business impact delivered

Cost   Revenue   Speed-to-Value   Risk   Innovation

Infogain edge

Infogain offers delivery capabilities in digital retail, digital communities, portals, retail integration, omni-channel, and mobility giving retailers an edge in the digital world. Infogain has a "Community as a Service" kit that accelerates the Digital Platform journey, just as we are doing at this retailer. The kit includes discovery, implementation, go to market and community moderation. It can be rapidly deployed on-premise or cloud for B2C, B2B and B2E communities. Infogain is a Premier level Application Development Partner on Google Cloud.

Key Benefits

- **Engineer for reliability:** Consolidated, aligned and optimized all social and digital marketing activities.
- **Innovate to accelerate growth:** Delivered an "owned" social platform for the client to connect with their customers and prospects, and with a network of influencers/stakeholders. Provided a marketing roadmap to drive sales.
- **Design for experience:** Strengthened brand recognition consistent with design and branding guidelines.
- Formed the foundation to build their digital platform journey.

Why Infogain

Infogain brings the following strengths to each **retail** engagement:
- Over 10 years of Oracle Retail and overall stores solutions experience
- Digital transformation accelerators including ML driven analytics, RPA for merchandising and a mobile centric approach
- Mobility point-of-sale (mPOS) for some of the world's largest retailers
- Cloud transformations services including migrating workloads to cloud, apps migration, digital Infrastructure, DevSecOps and Security.

About Infogain

Infogain is a Silicon Valley-based company with human-centered digital platform and software engineering expertise. Infogain 'engineers business outcomes' for Fortune 500 companies and digital natives across the technology, healthcare, insurance, travel, and retail industries. Having Microsoft (NASDAQ: MSFT) Gold Partner and Azure Expert MSP accreditation, we accelerate experience-led transformation and deliver digital platforms using technologies such as cloud, microservices, robotic process automation, IoT, and artificial intelligence.

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