



a higher level of
managed IT services

Case Study:

Mountain Equipment Co-op: Taking Business Further

In 2000, Mountain Equipment Co-op (MEC), a national outdoor product and clothing outfitter, approached Fusepoint to help them succeed in the highly competitive Internet marketplace. As a profitable retailer with over \$150 million in annual sales, MEC was looking to harness the power of the Web to capitalize on growing consumer demand, tap new global markets and, ultimately, increase revenue.

Recognizing that security, reliability and speed were critical to realizing MEC's online business expansion, Fusepoint recommended cost-effective, fully managed service solutions that worked with their existing corporate operations software. What's more, Fusepoint offered MEC peace of mind with its money back service level guarantees for high performance and reliability – for bandwidth, facility performance and customer service.

Based on Fusepoint's solution, MEC not only reached its goals, but overcame two key business challenges: first, managing complex e-commerce transactions with limited IT staff; and second, meeting consumer demand in disparate communities without the expense of traditional retail expansion.

Objectives:

- Extend strong, valued MEC brand to online environment
- Increase sales opportunities and revenues for the outdoor products and clothing
- Meet consumer demand for MEC products in disparate communities across Canada
- Maximize IT investment in existing Enterprise Resource Planning (ERP) software

Strategic Approach:

- Support MEC brand attributes of quality and reliability by guaranteeing reliability and security online
- Mirror bricks and mortar customer experience in an online environment
- Leverage existing ERP software by custom-designing fully managed server solutions to include intrusion detection, firewall protection, load balancing and data back-up – ensuring secure communication between new technologies and existing corporate back-end systems

Results:

- Established MEC as a secure, reliable member-based online retailer with annual revenues in the millions and 99.999% scheduled uptime of its online environment
- Successfully reinforced MEC's positive customer experience in an online environment as measured by consistently positive consumer feedback
- Seamlessly integrated new technologies with existing ERP software – without interruptions to MEC's business operations
- Tapped new markets across Canada by establishing MEC's site as a reliable, e-commerce destination for outdoor products and services
- Successfully built infrastructure to support global sales opportunities



What MEC had to say

"Fusepoint has exceeded our expectations of a fully managed service solution. Our online sales to date are ahead of expectations and we are confident that Fusepoint will help us move our business forward."

Georgette Parsons,
Chief Information Officer,
Mountain Equipment
Co-Op

To find out more, please visit our Web site at:
www.fusepoint.com or call 1.877.387.3764