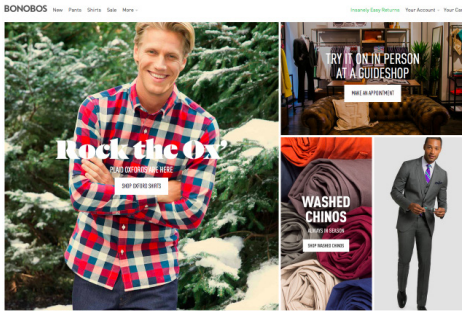


BONOBOS



COMPANY PROFILE

New York, NY
Established 2007

Bonobos is changing the face of retail. By launching exclusively online in 2007 they flipped the traditional retail model on its head. Their goal was simple - to design great fitting men's clothes and to deliver great customer service.

In 2012 they expanded to physical retail "Guideshops" so that customers can try before they buy, as well as launched a partnership with Nordstrom.

In 2014 Bonobos Inc. will be launching their women's brand , Ayr, with the same focus on great clothing and customer service that made their men's brand so popular.

Visit Bonobos - www.bonobos.com
Visit Ayr - www.ayr.com



PROBLEM:

Bonobos took the online retail world by storm in 2007 and has since had a major impact on the way all retailers do business. The company grew quickly, but faced a number of operational issues along the way that threatened to slow its progress. With great success came new challenges, as the custom built legacy system began to accumulate "technical debt". As they grew, new developers came on board, who in turn were spending too many man hours maintaining that system. At times customers were impacted, as the Bonobos Customer Experience Ninjas had to interact with multiple systems in order to fulfill the needs of the customer.

SOLUTION

Bonobos connected its store to Wombat as a better way to integrate with its backend logistics. Bonobos initially used Wombat to connect the Bonobos storefront to its ERP and warehouse as a means to route orders and manage inventory. With that success, Bonobos has continued to expand its use of Wombat and in the recent launch of its women's line, Ayr, the store was connected to Wombat from the start.

"Wombat has given us the backend stability that we so desperately needed. It's a vast improvement over the homegrown solution we were using previously".

- Andy Dunn
Chief Executive Officer
Bonobos



RESULTS

By using Wombat, Bonobos was able to eliminate a tremendous amount of technical overhead that was drawing significant resources and creating issues for customers. Wombat offers a standardized, supported system that is flexible enough to fit the custom needs of any business. And Spree Commerce maintenance and support offers retailers the security and efficiency that they need, so that they can focus on what they do best: growing their businesses.