



FOSSIL CASE STUDY

**How online sales for
Fossil jumped 6x in
one year**

Overview



Fossil Group, Inc. is a global design, marketing, distribution and innovation company specializing in lifestyle accessories. Under a diverse portfolio of owned and licensed brands, our offerings include fashion watches, jewellery, handbags, small leather goods and wearables. For more details log onto www.fossil.com



Challenges

With the aim towards reaching out to India's growing eCommerce consumers, Fossil consolidated its eCommerce strategy by launching its monobrand online store apart from selling its products across leading marketplaces in India. However, the challenge was to achieve a consistent growth trajectory in terms of its online sales. Doing so would require more tech prowess and smart algorithm that would enable a single enterprise view of inventory across multiple sales channels.



SCATTERED AND DISTRIBUTED INVENTORY

For each store, online marketplaces and the mono brand online store



CUSTOMER DISSONANCE

Due to differential pricing across all channels



INCREASING SALES

Across all online channels

THE SOLUTION

Ace Turtle omnichannel platform Rubicon enabled single view of inventory across all channels as Rubicon shows availability at an SKU level across locations to get an order from any digitally enabled channel and fulfil from any stock point – warehouse, retail stores.

Through the Single View of Inventory, FOSSIL was able to leverage

- **Single Inventory Feed:** Warehouse inventory across all online channels
- **Global Inventory:** The sum of warehouse and store inventory on FOSSIL mono-brand online store
- **Control over pricing and online presence** - Pricing, Brand standard content and images published across all online channels using Rubicon's catalogue management system

 RUBICON 2.1



RESULT

COMPARISON OF Q4 2017 TO Q4 2018

6X
Increase in GMV

5X

Rise in order across online sales channels

30%

Rise in fulfilment rate over one year

By using Ace Turtle's Rubicon Platform, the overall online sales for Fossil increased by 5x in one year



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ace turtle

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