

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**

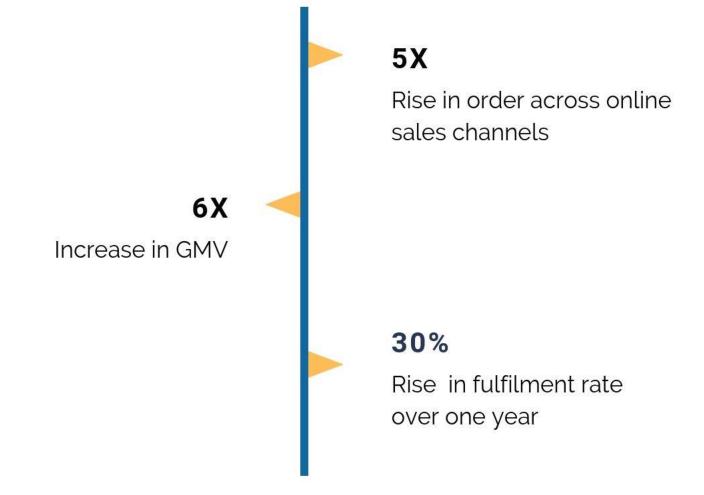


All Retail Data in One Place



# RESULT

COMPARISON OF Q4 2017 TO Q4 2018



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





#### **CASE STUDY**



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