



### Strategy & Execution

BC Sports utilizes the latest in technology to gain the competitive edge.

BC Sports, established in 1995, is a growing specialty retail chain with 9 stores in malls throughout the Philadelphia area. BC Sports carries the greatest selection of autographed sports memorabilia, adult and youth licensed sports apparel, trading cards, sports gifts and novelties and personalized products as well as brings the hottest athletes to their stores for public appearances and private signings.

BC Sports was encountering many challenges with their existing retail system. Their pain-points were quite vast and their immediate need to find a solution was urgent, as their existing support contract was ending. Facing overpriced hardware, inventory issues such as visibility, reporting and time consuming data-mining to non-integration of vital components such as accounting, the need for a complete systems overhaul was essential.

ChainDrive's Fully Integrated Retail Management solution proved to be the best match for BC Sports.

In dire straits, ChainDrive was able to provide them with service and support in less than 4 weeks. ChainDrive offers complete functionality across the board and provides visibility throughout every branch of its network.

ChainDrive's integrated accounting records sales directly from polling and allows BC Sports to review information seamlessly. With the ability to filter and manipulate data, real-time sales and inventory information is now possible and transparent. As product purchasing for BC Sports is increasing on a continuous basis their vendors are now able to ship merchandise directly to the store where items can be received immediately at the register.



Using ChainDrive, BC Sports is on the right path to developing a process that will efficiently replenish their stores. "The ChainDrive implementation combines best-of-breed technology and industry acumen. We appreciate the integrated approach Multidev Technologies delivers and value its ability to provide a granular view of progress as we continue to grow our business." Stated Dave Messina, IT Director, BC Sports.

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As BC Sports is focused on increasing sales and gaining insight on consumer behavior and trends, the need for an intuitive gift card program was also imperative. BC Sports implemented ChainDrive's Gift Card feature and is now able to completely handle all card transactions in house with redemptions, purchases and buying patterns tracked in real-time.

BC Sports is planning to roll-out phase two of the ChainDrive implementation with additional functions of the system to be rolled-out shortly. One of which is planned is the Warehousing functionality that includes drop ship capabilities and ChainDrive's min/max replenishment model that will ultimately efficiently replenish their stores.