

# Ecommerce Case Study

# 53 Degrees North

The screenshot shows the homepage of the 53 Degrees North website. At the top, there is a navigation bar with links for Home, About Us, Contact Us, and Stores, along with a search bar. The main banner features a large image of a sailboat with the text "TACK THIS SEASON WITH OUR NEW SAILING GEAR". Below the banner, there are two smaller promotional images: one for The North Face and another for a 20% off everything promotion with free shipping to ROI. The left sidebar contains navigation menus for "Search by Gender" (Kid's, Women, Men), "Search by Activity" (Alpine, Biking, Camping, Climbing, Hiking, Lifestyle, Mountain, Running, Sailing, Skiing, Travel), and "Search by Category" (Accessories, Gloves, Lifestyle, Surfing). The right sidebar includes a shopping basket (empty), checkout button, personal details (Login, Register, Wish list, Orders history), top ten sellers, gift vouchers, and social media links.





**“Overall, our experience working with the Kosmos team has been fantastic. They are very professional and the communication is superb.”**

–Rossa Butler, Marketing Manager  
53 Degrees North

**Company**

53 Degrees North  
[www.53degreesnorth.ie](http://www.53degreesnorth.ie)

**Contact**

Rossa Butler  
Marketing Manager

**Business segment**

Outdoor equipment and clothing

**The Situation**

53 Degree North is a leading outdoor adventure store in Ireland that offers a large selection of top-brand clothing and equipment to outdoor enthusiasts of nearly every single activity imaginable. The company has over 20 years experience in Ireland’s outdoor adventure industry, but despite its ongoing success in the retail space, 53 Degree North was lacking in its web-based ecommerce business. “We had a poor Web design and a very low presence on Google,” said Rossa Butler, marketing manager of 53 Degrees North. “We also had a conversion rate that wasn’t doing us any favors.”

Utilizing Microsoft Retail Management System (RMS) and working with a previous web consulting company, Butler’s ecommerce system was able to download point of sale orders and record product updates to the web, but was unable to perform any custom modifications. The integrated software program also did not support products in multiple categories.

In order to boost the company’s stagnant online business, Butler began searching for a new ecommerce solutions provider. He considered a number of different online integration companies, but chose Kosmos based on solution quality and price.

**The Execution**

Working with Butler, the Kosmos team implemented a solution that involved developing and integrating the RMS point of sale system with a Web redesign. This included custom designs and Web-based strategies that were not possible under the previous ecommerce system, such as advanced social networking, contest modifications, as well as utilizing X-cart’s open source system, which helped streamline the online purchasing process.

“The functionality of the Kosmos system is far superior,” Butler said. “It allowed us to retail our entire stock collection in RMS on our website seamlessly, giving us full control of each individual item and allowing us to display it any way we want.”



**“I expected a very comprehensive ecommerce package and that is exactly what I received. It gives me complete control of my website.”**

–Rossa Butler, Marketing Manager  
53 Degrees North

## **The Results**

Following design implementation, Butler has witnessed a major improvement in the performance of his company’s ecommerce system. “The Kosmos solution has transformed our online business,” Butler said. “We are delighted with our website and the website stats we are getting back are incredible.”

Compared to the previous year when 53 Degrees North was utilizing a competitors integrated system, both visits and sales have increased significantly under the new Kosmos system. “We have saved a significant amount of time and money, and the ROI has been substantial,” Butler said.