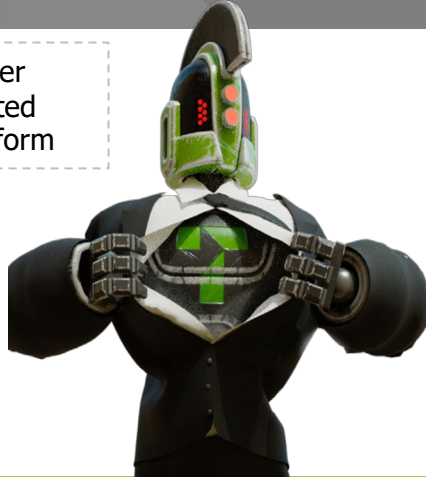


After Deploying TrackStreet, This Leading Maker of Outdoor Equipment Watched its MAP Violations Drop by 90%

Reduction in MAP violations after deploying TrackStreet's automated monitoring and enforcement platform

90%
Reduction



9600
Hours

Yearly saving as sales team reduces manually monitoring and enforcing pricing violations

“Now that we have an automated solution monitoring our MAP pricing across all channels, we're no longer wasting hours of everyone's time playing whack-a-mole and chasing down violators.”

John Moon, Chief Information Officer

THE BRAND

Johnson Outdoors helps power the adventures of millions of people around the world. With more than 50 years of experience making high-end equipment for diving, fishing, camping, and hiking, Johnson Outdoors has earned a reputation as one of the world's premium recreational adventure brands.

Today, the publicly traded company (NASDAQ: JOUT) creates and sells products across 16 categories, through a worldwide network of both online and bricks-and-mortar retail partners in more than 80 countries.

Company

Johnson Outdoors

Industry

Sporting Goods

Year Founded

1971

Ticker
JOUT

Employees
1200

HQ
Racine, WI

TrackStreet Modules Used:
Market Visibility & MAP Enforcement



THE CHALLENGE

Increasing anecdotal evidence signaled something was wrong.

In the recreational-equipment industry, Johnson Outdoors has earned a positive reputation over the years for effectively managing its sales channels, enforcing its Minimum Advertised Pricing (MAP) policy, and maintaining overall retail price consistency.

The company's wholesale and retail partners have always been confident carrying the iconic Johnson Outdoors brands such as SCUBAPRO® diving gear, Jetboil® camping stoves, and Ocean Kayak® watercraft—not worried they would be unfairly undersold by MAP-policy violators and other rogue resellers.

“We’re in 16 different product categories, which means our products find their way into many online sales channels. It just wasn’t feasible to keep up with monitoring all of those channels manually.”

John Moon, Chief Information Officer

But John Moon, Chief Information Officer for Johnson Outdoors, points out that in recent years, the company's sales reps were increasingly hearing stories that troubled them. “A rep would visit an account and hear things like, ‘Hey, I see someone is selling this product online at a 20% discount, which is below your MAP price level.’ Our bricks-and-mortar retailers were also telling us stories of people leaving their stores to buy a product someplace else because they could get it cheaper.”

As John explains, these problems were becoming more widespread each year, as more of the company's products were finding their way onto more online channels and in more markets than the staff could monitor manually—a task that was already consuming a great deal of the company's time and focus.

“I’d estimate that every sales rep was spending as much as 10% of their time dealing with MAP pricing issues,” John says. “Whether it was manually checking the eCommerce sites and marketplaces looking for violations, listening to our partners’ stories or complaints, or reaching out to violators directly, trying to maintain pricing consistency across all channels had become a huge drain on our energy and resources.”



THE SOLUTION

After researching software solutions, John and his team at Johnson Outdoors chose TrackStreet's automated platform for resale price monitoring and enforcement.

The company began with a limited-phase rollout of TrackStreet, placing a small portion of its diving-gear SKUs into the system for monitoring, just to see what would happen. John also used TrackStreet's user-friendly admin portal to establish rules for dealing with violations—such as sending alerts to the right people in the company and triggering a series of automated emails to be sent to the violators.

The immediate results pleased - but also surprised - the company.

"TrackStreet has helped us significantly increase our pricing consistency, protect our retail partners' interests, and free up our team to focus on more growth-oriented tasks than fighting MAP violations."

John Moon, Chief Information Officer

THE BENEFITS

After implementing TrackStreet to automatically monitor and enforce resale pricing violations, Johnson Outdoors found the solution benefiting its business operations in several significant ways.

Saving time.

As John stated above, he estimates upwards of 10% of every sales rep's time was devoted in some way to addressing channel management and resale price consistency. Given that the company's sales department consists of 50 reps, this means Johnson Outdoors was spending roughly 200 total hours each week, or an estimated 9,600 hours per year, on MAP pricing and enforcement.

By replacing all manual tasks with TrackStreet's automated solution, Johnson Outdoors has been able to reclaim nearly 10,000 total hours of their sales department's time—time those reps can now devote to bringing on new resale partners and strengthening their existing resale partnerships.

"Gaining back all of this time is really helping our sales team be more productive."



Improving relationships with existing partners.

And speaking of strengthening relationships with their existing resale network, John also points out that since implementing TrackStreet, Johnson Outdoors is finding its retail partners much happier about the company's retail pricing consistency across channels.

"We're hearing far fewer of those anecdotes from our resale partners about being undersold or losing business to MAP violators," he says. "That's great both for our own bottom line in the short term, but also for the long-term health of our relationships with retailers, because they can see we're doing even more now to protect their bottom line."

Gaining market visibility—and new business opportunities.

Finally, although John hadn't initially viewed MAP monitoring and enforcement as a strategy for building the company's business, rolling out TrackStreet's Market Visibility module has also proven helpful in this regard as well.

"Because TrackStreet automatically monitors everywhere our brands appear online—and reports that data to us—we're also learning that many of our products are being sold in more markets than we realized before. That's giving us an opportunity to go after new partnerships and business opportunities in new markets. I'd call that a surprise bonus of the app."

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