Cycleurope creates unique customer experiences and increases revenues with Infor Rhythm for Commerce

Providing the best possible customer experiences in an omni-channel environment and telling the story of your products in a rich and consistent way is essential if you want satisfied and returning customers. Longtime Infor M3 customer, Cycleurope—one of Europe´s leading bicycle and bicycle-related product suppliers—realized that a leading online presence was critical for business success. The legacy solutions it was using across various regions and markets were costly, difficult to manage, and did not support the digital transformation Cycleurope needed. To take its digital transformation strategy to the next level, Cycleurope enlisted Infor's help.

Headquarters
Stockholm, Sweden

Industry
Distribution of bicycles, parts, and accessories

Infor products
Hybrid cloud environment, Infor Rhythm® for Commerce, Infor® M3, Infor Product Information Management

Website
cycleurope.com

" **With Infor Rhythm for Commerce, we can provide a template of the most important features we want to offer on our sites, then make a copy for each country to customize and have their own flavor of the site—no programming skills required.**"

KENNETH SYVERTSEN
CIO, Cycleurope

Identifying business challenges

Cycleurope is part of the Grimaldi Industry Group and one of Europe's leading bicycle companies. It distributes and sells a complete assortment of bicycles, parts, and accessories in more than 50 countries around the world—with its primary market in Europe. To successfully evolve its business and support a digital transformation strategy, the company needed to replace legacy solutions used across various regions and markets. Those solutions were difficult and costly to manage, and limited Cycleurope's ability to expand its online business.

Cycleurope was struggling with a static website that had many limitations, including the inability to support mobile devices, manage multiple touchpoints, and keep up with changing customer behavior. The company needed a scalable e-commerce platform that could support omni-channel interactions and provide a seamless shopping experience on any device. "We have been working with Infor for many years, so when they asked us to be a pilot for 'the most beautiful e-commerce platform in the world,' that made sense to us," said Cycleurope's CIO, Kenneth Syvertsen. That e-commerce platform was Infor Rhythm for Commerce. Not only is Rhythm for Commerce designed for mobile, it's responsive, and can also easily adapt to the different ways customers use devices.

Rhythm for Commerce is a cloud solution that seamlessly integrates with Cycleurope's on-premises, M3 solution. This hybrid environment was the ideal option for a company looking to move its online business to the cloud. Cycleurope takes advantage of monthly updates that include enhancements for this rapidly evolving space. The company also relies on round-the-clock service and support, which is critically important for its online business. This gives Cycleurope peace of mind, and helps free up IT resources to focus on other strategic initiatives.

> **" We're not a big organization, so having a common base and understanding of the platform throughout our business is very valuable."**
>
> KENNETH SYVERTSEN
> CIO, Cycleurope

Business challenges

- Costly and complex mix of legacy solutions across regions and markets

- Static website's limitations hindered expansion of online business

- Lacked ability to support mobile shopping, manage multiple touchpoints, or effectively track customer behavior

From one to seven sites in one day

"We went to Infor's headquarters in New York and met with their digital development team at Hook&Loop®. We spent quite some time designing and testing the first site, including trying various layouts, user interfaces, and functionalities. We wanted to make sure the customer experience—from engagement, product configuration options, order placement, and transactions—to our own experiences with execution, follow-up, and analysis, met our expectations," Syvertsen continues.

The initial journey was long, but in 2018, Cycleurope went from one to seven sites in one day. "Instead of going to each country to initiate an e-commerce project, we made one site that was our template and then each country could copy that site and create their own version using a variety of design options, languages, colors, photos, and widgets," says Syvertsen.

Cycleurope provided common training for all countries during a workshop in Denmark. As teams learned more and were exposed to other options, they found new features they wanted to add to their own country sites. Syvertsen added: "The widgets are quite unique. It's like modular building blocks that you can drag and drop, which makes it very easy to update and customize content. The sites also easily respond to different screen sizes. As no HTML programming skills are required, everyone was able to make the adjustments to the different sites during the workshop. It was a success, and everybody feels like they have their own unique site."

The value of product information management

"The information on our e-commerce site comes from the Infor Product Information Management (PIM) system," explains Syvertsen. PIM communicates with M3 and Rhythm for Commerce via Infor ION® and handles various formats— texts, documents, pictures, videos, and digital material. Having all product information in one place simplified the process for Cycleurope.

"PIM is an important component for us because it's all about the product storytelling and making our products discoverable," says Syvertsen. "All the information that is relevant to our market is in PIM. Getting it populated and having all the correct information translated into PIM was a bigger deal for us than it was to configure Rhythm for Commerce itself."

The seamless integration between M3, Rhythm for Commerce, and PIM allows Cycleurope to provide accurate and up-to-date product information to customers on virtually any device. And the ability to easily customize regional e-commerce sites ensures that Cycleurope is positioned to serve the needs of multiple markets without having to make any compromises.

Rhythm powers growth

By the end of 2019, Cycleurope had eight sites or divisions running Rhythm for Commerce. Little did the company know how important the e-commerce platform would be during 2020.

> ❝ **Rhythm established itself with our customers and it will continue to be an important tool for moving forward."**
>
> KENNETH SYVERTSEN
> CIO, Cycleurope

Business results

- Powerful online presence that offers a robust shopping experience

- Significantly improved efficiency and scalability with one platform for all regions and markets

- Cloud deployment frees up IT resources as monthly updates occur automatically

- Seamless integration because the ERP and e-commerce solutions are from the same vendor

- 100% revenue growth in CY20 over CY19; North America tripled revenue over last two years

With the lockdowns caused by the COVID-19 pandemic, Cycleurope's dealer network could no longer entertain reps or customers at its brick-and-mortar stores. However, the dealers still needed to sell bikes and the demand for bikes exploded as people wanted to be out in the fresh air. Syvertsen says, "It's amazing. There's a huge demand for bicycles right now. Especially e-bikes."

The dealer network turned to the Rhythm solution as an important tool to reach out to their customers. The e-commerce platform became the go-to place for customers to learn more about the various bikes, make selections, and place orders. Using the solution, Cycleurope grew 100% in CY2020. Syvertsen shared, "Rhythm established itself with our customers and it will continue to be an important tool for moving forward."

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