

From Chaos to Calm:
Crafting a Unified Backend for Ultimate Efficiency



BOARDRIDERS

X



NEWSTORE



Nur Ghossien

IT D2C Director



BOARDRIDERS™



Rudi Geiger

Sales Director, DACH



NEWSTORE



BOARDRIDERS™



ROXY



VΛ



Boardriders in numbers

Orchestrating operations across so many brands and channels brings a huge set of complexities



6

Iconic Brands



7

Different Languages



100

Retail Stores Across Europe



83

E-commerce Sites



BOARDRIDERS

NEWSTORE UNIFIED COMMERCE PLATFORM

Omnichannel POS

Mobile Checkout
(+T2P)

Inventory Access &
Mgmt

Promotions

Endless
Aisle / Mixed Cart

Clienteling / Remote
Selling

Ship from Store

Customer Profiles

Store
Pickup

Backroom
Fulfillment

Online Returns

Cash
Mgmt

In-Store Reporting

Omnichannel Shopping App

Mobile Shopping

Mobile
Loyalty

App Clips

Brand Stories

Store Locator

In-Store Mode

On-Demand
Assistance

Inventory Search

Store
Pick Up

Omnichannel Manager

Customer Service

Platform Admin

Inventory Mgmt

Order
Mgmt

Reporting & Insights

App
CMS

Omnichannel OMS

API

Backend

ERP

CRM

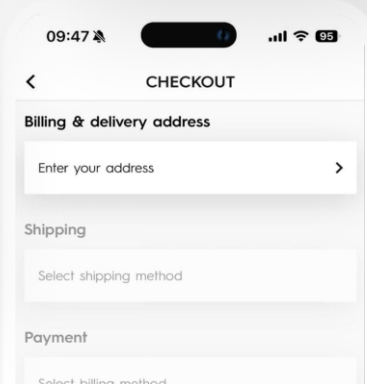
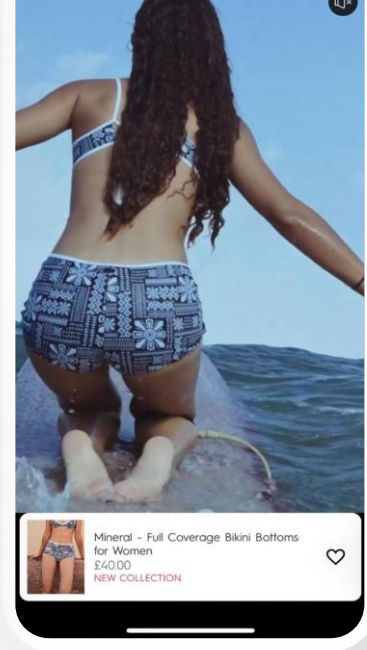
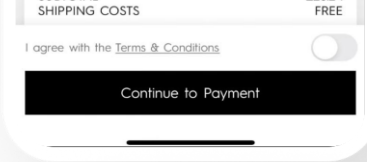
PIM

ECOM

WMS

We Deployed the App for Roxy in 8 Weeks.

Moving from our own internally built app - one we custom built over 12 months - deploying so quickly and with so many features was a miracle.



An underwater photograph showing several surfers in silhouette, floating in a circle with their surfboards. Sunlight filters down from the surface, creating a bright central glow. The water is a deep blue-green color.

Q&A

Deep Diving Into The Process

Credit: Roxy



Thank You