

## **Truition Success Story: Ty's Toy Box, LLC**

### **Ty's Toy Box: Thriving in a Multi-Channel World**

#### **Company:**

Ty's Toy Box, LLC ([www.tystoybox.com](http://www.tystoybox.com)) specializes in the marketing, sales and fulfillment of character-licensed children's merchandise through brand-centric online marketplaces. Brands currently available at Ty's Toy Box include The Wiggles, Teen Titans, Strawberry Shortcake, Atomic Betty, Jo Jo's Circus and Rolie Polie Olie. In addition, Ty's will soon be introducing new brands such as The Koala Brothers, Miss Spider's Sunnypatch Friends, The Berenstain Bears and others.

#### **Challenge:**

To access and manage multiple online sales and marketing channels through a single technology platform, while maintaining a commitment to brand integrity and a superior online shopping experience.

#### **Solution:**

CMS (Commerce Management System), a customizable, hosted and multi-channel eCommerce platform from Truition.

#### **Results:**

Ty's fully customized online storefront, eBay auction site and eBay storefront now boast industry leading e-commerce features, including a multi-channel checkout system, discounting, cross-sell and up-sell capabilities. All sales channels share one centralized inventory database and fulfillment system.

### **The Best in Brand Name Merchandise**

Ty's Toy Box has been a successful online retailer for more than three years, selling character-licensed children's merchandise from its website as well as through eBay auctions and an eBay storefront.

Prior to finding Truition, the company was forced to run multiple technology platforms, two inventory systems, as well as separate checkouts and order fulfillment processes in order to manage its main website ([www.tystoybox.com](http://www.tystoybox.com)) and eBay business. Ty's used two systems to apportion inventory and often missed channel-specific sales opportunities as surplus inventory could not be shifted from channel to channel in real time.

As the number of sales and new customers grew, Ty's began to find it difficult to manage its thriving online storefront, as well as its eBay business. "We were having trouble managing both operations effectively," says Ty Simpson, President, Ty's Toy Box.

The growing business was experiencing first hand the inherent difficulties in managing two technology platforms, two inventories, two checkout systems and two order fulfillment processes. Ty's staff members were hard pressed to learn both systems well, and those who knew one system could not cover for employees who knew the other.

"You want your team to be as cross-functional as possible," says Simpson. "But that was not the case."

### **Taking the Plunge**

To keep up with growth, Ty's recognized that it had to consolidate its operations on one technology platform, while providing customizable branding options across multiple online channels. However, the company did not want to suspend operations to revamp its technology.

In early 2005, Ty's began investigating various e-commerce options. In February 2005, the online toy retailer reviewed Truition's CMS (Commerce Management System). Ty's selected CMS and implementation began in early April. By the end of May, Ty's was ready to flip the switch on its new CMS-backed eCommerce platform.

Simpson admits that the decision to change e-commerce technology systems while continuing operations was a major one. However, Truition provided the company with all the resources required to take the plunge and maintain operations.

"We never had to shut down, not even when we flipped the switch," says Simpson. "The move to CMS was part of the natural evolution of this business but I'm still amazed at how rapidly we've accomplished this."

### **The One Platform Difference**

The move from two technology platforms to CMS, an e-commerce solution that consolidates inventory, order management, distribution and branding across multiple channels, was seamless to Ty's shoppers. In addition, Ty's staff quickly began to see the benefits of operating one technology platform across multiple channels. For instance, employees in the warehouse who were managing and fulfilling orders from two disparate systems before Truition, were now able to consolidate these functions on one system -- no matter which channel was used to purchase the product.

“Since we made the switch to Tuition’s CMS Platform, we have been gaining much greater efficiency from all of our operational staff” says Simpson.

The CMS system allows Ty’s to:

- Centrally manage inventory for its web-based store front, eBay auction site and eBay storefront
- Fulfill orders using one process, regardless of channel
- Create a unified brand image on all sales channels for Ty’s and for each of the company’s brand-centric products
- Have all customers from all sales channels check out at one central location

Using Tuition’s CMS solution, Ty’s is also able to offer customers different shipping methods from the common checkout site. Customers using eBay, who often shop on price, can opt for a slower, non-traceable shipping method; customers in a hurry can opt for faster, traceable shipping methods.

CMS has also increased Ty’s speed to market. When Ty’s adds a new product or product category to one sales channel, the pages can be dynamically added to all other channels, with pricing customized to reflect the channel. “We can bring brands online and place them on all shelves rapidly, with no additional inventory management work,” says Simpson.

### **Unexpected Benefits**

CMS implementation has enabled Ty’s to meet all its overt business objectives, and there have been a number of “pleasant surprises,” says Simpson. The unexpected benefits include:

- Greater confidence and willingness of merchandise partners to work with a company that can protect brand images
- Cross-selling and up-selling options at one common check out for all customers, leading to an 15% increase in average order size

Rather than using separate checkout systems for Ty’s website customers and Ty’s eBay customers, all Ty’s customers now checkout at one centralized location. Customers who have purchased goods on eBay can continue to shop on Ty’s web site, and even sign up for Ty’s e-newsletter.

Ty’s can also offer universal discount coupons and free shipping across all channels. No matter which channel customers are using, they all benefit from the same offers.

“This is part of the central branding we were after. No matter who you are and where you are shopping, we treat you the same. I always wanted this to happen and didn’t think I’d see the day,” says Simpson.

## **The Future is Bright**

Before rolling out CMS, Ty's was using two off-the-shelf solutions that offered minimal site customization and no technology customization. With CMS, Ty's has a full range of customization tools and can discuss any new ideas with a Truition account representative.

"In short, Truition adapts to our needs," says Simpson.

Now that Ty's has a system in place that supports customization across multiple sales channels, multiple currencies and multiple languages, the company is planning to expand its operations to include other sales channels, such as Overstock.com.

In addition, Ty's is thinking international. Look for Ty's to soon tackle the eCommerce markets in Germany and the United Kingdom.

"The future is bright," says Simpson.