



Cactus Commerce Executes Olympian Effort for Canada's Olympic Broadcast Media Consortium



Overview

Country or Region: Canada

Industry: Media & Entertainment

Customer Profile

Canada's Olympic Broadcast Media Consortium is a unique relationship between CTV Inc. and Rogers Media Inc., which together provided unprecedented coverage and consumer choice in English, French and multi-languages on multiple platforms for the Vancouver 2010 Olympic and Paralympic Winter Games.

Business Situation

The Consortium needed to go to market quickly with an e-commerce site to capitalize on the Vancouver 2010 Olympic Games.

Solution

The core functionality and extensible nature of the CommerceLive solution enabled the Consortium to launch an e-commerce site in four weeks.

Benefits

- Quick time-to-market
- Consistent brand experience
- Multi-lingual support
- Fully hosted offering
- Revenue targets exceeded

The Vancouver 2010 Olympic Games were truly Canada's 'Golden Olympics'. With medal after medal and many memorable performances, it was a huge achievement for Canadian athletes, a delight for fans, and a success for sponsors.

Canada's Olympic Broadcast Media Consortium is a unique relationship between CTV Inc. and Rogers Media Inc., which together provided unprecedented coverage and consumer choice in English, French and multi-languages on multiple platforms for the Vancouver 2010 Olympic and Paralympic Winter Games. Like never before, Canadians were able to watch what they wanted, when they wanted, and how they wanted.

With 14 gold medals, Canada broke the record for the most gold won at a single Winter Olympics and the Consortium delivered the top 5 most watched events in Canadian history. Two-thirds of the Canadian population watched Sidney Crosby score the overtime goal in Canada's historic win over the USA in Men's Hockey.

“ The core functionality and extensible nature of the CommerceLive solution, combined with the Cactus' team commitment to our vision enabled us to meet our critical deadline. ”

Dan Cimoroni, Senior VP, Sales & Marketing, Canada's Olympic Broadcast Media Consortium

Solution

The business challenge was to launch a Consortium e-commerce store to facilitate Canadians owning Vancouver 2010 memorabilia. The requirements for the project dictated a robust, yet quick time-to-market solution. The Consortium turned to Cactus Commerce and its CommerceLive solution to meet its expectations for the 2010 Olympic Games.

CommerceLive is a SharePoint-based e-commerce solution that offers enterprise level content management and commerce capabilities.

With time of the essence in order to capitalize on the momentum building around the 2010 Winter Games, Cactus launched www.ctvolympics.ca/store and French-language site www.rdsolympiques.ca/boutique in just four weeks. The site launch was promoted in conjunction with a large national advertising campaign.

Thanks to the built-in core functionality in the CommerceLive solution, Cactus was able to launch the sites with all of the core e-commerce functionality needed including robust Catalog, Order, and Profile features.

The extensible nature of the solution also made it easy to integrate third-party tools for payment & fulfillment (AFSI), analytics (Omniture & Google Analytics), ad serving (Double Click) and email solutions.

“ We have been tremendously pleased with our experience with Cactus Commerce and would not hesitate recommending them as an e-commerce partner that can get the job done. ”

Dan Cimoroni, Senior VP, Sales & Marketing, Canada's Olympic Broadcast Media Consortium

Benefits

In addition to going to market with all of the required e-commerce functionality while meeting the aggressive time-to-market deadline, Cactus was able to offer the Consortium design and support services to ensure the e-commerce site was ready for prime time.

Multi-lingual Support

Using the built-in multi-lingual support of CommerceLive, the Consortium was able to roll out two versions of the site (English and French) in the aggressive time period.



Design

Even though the CTV Olympics e-commerce site is a distinct entity from the main ctvolympics.ca site, the Cactus design team was able to create a consistent user experience across sites.

The Consortium was also able to offer strategic merchandise partners like Birks and Hockey Canada branded stores within the site to ensure they received the appropriate level of brand recognition.

Support

Managed support services included 7/24/365 system monitoring, backup and restore services, and anti-virus facilities. Cactus also provided solution enhancements as required, response to user assistance, as well as the execution and delivery of daily reports.



On the final day of the Games, the Canadian Men’s Hockey team defeated the USA. The game was the most-watched event in Canadian television history, with an average audience of 16.7 million viewers. Nearly half of the Canadian population watched the entire game on average, while 80 percent of Canadians watched some part of the game (26.5 million). During this historic game, and the closing ceremonies the next day, site traffic and daily revenue peaked. Seventy percent of the revenue forecast for the entire Games was realized during this two-day period. The site easily handled the increase of traffic and continued to meet performance expectations.

Results

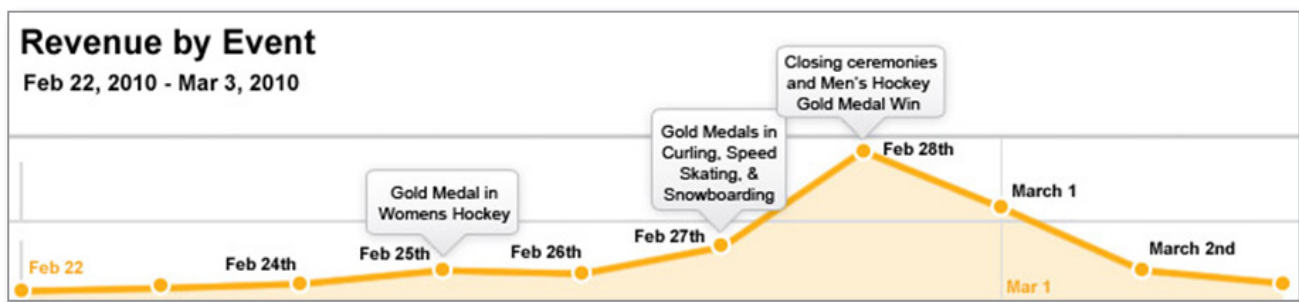
With the site development and launch completed within four weeks, www.ctvolympics.ca was able to process its first order and begin generating store revenue three months before the opening ceremony.

After the opening ceremony broadcast, the anticipated increase in traffic and revenues began. As illustrated in the chart below, the Canadian Women’s Hockey Team’s gold medal win prompted a noticeable boost in revenue. This was followed by another significant increase when Canada won three gold medals in one day, in the high profile sports of Men’s Curling, Men’s Snowboarding, and Men’s Team Pursuit Speed Skating.

Months after the 2010 Olympic Winter and Paralympic Games were over, Canadians are still clamoring to purchase official merchandise as a memento of Canada’s ‘Golden Games’, enabling the Consortium to exceed all revenue goals.

“ Cactus Commerce proved to be a trusted and strategic partner to us for the Winter Olympics. ”

Dan Cimoroni, Senior VP, Sales & Marketing,
Canada’s Olympic Broadcast Media Consortium



About Cactus Commerce

Cactus Commerce delivers dynamic cross channel B2C and B2B e-commerce solutions offering unique user experiences with flexible deployment options. Since 1995, Cactus has delivered e-commerce solutions to clients in the retail, consumer goods, manufacturing, media & entertainment and hospitality industries. Clients include GameStop, Church & Dwight, Sam’s Club and many more.

The Microsoft Commerce Server Product Unit has recognized Cactus as one of the three leading worldwide Commerce Server partners. Cactus Commerce strategically collaborates with Microsoft to help shape product innovation through our unique and deep understanding of e-commerce and digital marketing. The result of this collaboration helps Microsoft bring rich and robust e-commerce solutions to the marketplace.