Canada's Premium Athletic Apparel Retailer

Alt Digital

We transformed Canada's premium athletic apparel retailer by implementing a headless architecture, integrating advanced technologies, and seamlessly embedding third-party solutions.

Industry	**Solution**	**Location**
E-Commerce (Retail)	MACH-based Headless Architecture	Canada, USA, Global

CLIENT OVERVIEW

Canadian-American multinational premium athletic apparel retailer, renowned for its high-performance athletic wear. With a strong global presence, the company focuses on creating innovative products for yoga, running, and training. The company is committed to offering an exceptional customer experience, both online and in-store, with a focus on fitness and wellness.

BUSINESS CHALLENGES

Legacy Platform

The company operated on legacy platforms that couldn't handle the load during peak festival seasons. No new features could be added.

Geographical Complexity

The company needed a comprehensive solution to consolidate its B2C and B2B technology stack, which operates in different regions such as the US, Canada, and globally.

B2B Specific Implementations

The company was required to develop and enhance customized B2B-related functions, such as partner relationships, associate roles, custom carts and pricing, and inventory management within the commerce platform.

BUSINESS SOLUTIONS

Headless Commerce with API-First Approach

Alt Digital deployed a headless commerce platform with an API-first design, decoupling the front-end and back-end to provide flexibility and scalability.

Microservices & Event-Driven Architecture

Alt Digital implemented microservices and an event-based architecture on AWS, as it is scalable and can be easily integrated with upstream and downstream systems.

Business-Focused Front-End (BFF Pattern)

The BFF (Backend for Frontend) design is implemented as a specific backend tailored to the experience being delivered. This approach allows frontends to evolve independently from the backend, ensuring modernity and responsiveness.

B2B Customization

Alt Digital has enabled B2B implementations specifically designed for partner onboarding, large cart functions, custom product data management, dynamic pricing, shipping rules, and tailored inventory management.

HIGHLIGHTS

- A strong and scalable framework allows for overloading peak loads with MACH architecture such as an API-first and event-driven approach.
- This is a cloud-native solution that welds effortlessly to AWS to ensure both high availability and reliability.
- It has successfully integrated all B2B features including partner onboarding and custom pricing/inventory management to make business operations more flexible.
- Improved experience during and after checkout, processing orders smoothly under complex business logic and rules applications.