



# CASE STUDY

## DULUTH TRADING COMPANY

Duluth Trading Company has 50+ stores and \$600m+ in annual revenue. Its

**Big Dam Blueprint** is a plan designed to increase sales to \$1b by 2025. eCapital Advisors is helping them get there.

# The Challenge

Duluth Trading was spending too much time collecting, organizing, prepping, and displaying its data. The data warehouse was aging fast and slowing them down. They lacked one source of truth and were beholden to legacy systems incapable of the real-time analytics they wanted. Leaders lacked the data visibility they needed in order to lead and plan for the future.

## THE DATA CHALLENGE:



Disparate data sources



Accuracy concerns



Lacked real-time analytics



Too many tools



# The Work

eCapital Advisors began working with IT to retire old systems and integrate all the data sources into one place using Incorta software.

## INCORTA INTEGRATES DATA FROM:



Microsoft Dynamics AX  
Microsoft Azure  
Ecometry  
Softeon  
Forecast \*21  
GetDor

## SYSTEMS RETIRED:



Cognos (IBM analytics)  
QlikView (business intelligence)  
ODS/DMKT (data warehouse)

# The Results

With eCapital Advisors and Incorta, Duluth Trading got the immediate visibility they wanted. The once-a-week sales dashboard, which used to take several people several hours to create, is now an automated daily dashboard that allows you to drill down all the way to a single transaction.

## NOW DULUTH TRADING ENJOYS:

- One source of data truth
- Automated data processing
- 19 automated dashboards
- Easily personalized dashboards
- 450 users onboarded
- Integration with UPS ShipExec
- Potential for greater machine learning

# What Duluth Trading is Doing Now

[Source: 2021 Q2 Financial Results]

8.6% ↑  
to \$149.1 million

2021 Q2 net sales increased 8.6% to \$149.1 million compared to \$137.4 million in Q2 of 2020 and increased 22.3% when compared to Q2 in 2019.

*“Our initiatives continue to deliver the planned results, and we’re excited to build upon them,” said Sam Sato, Chief Executive Officer of Duluth Trading. “We believe our **Big Dam Blueprint**\* is sound and necessary to...meet our long-term growth objectives by the end of 2025, which are to achieve at least \$1 billion in sales; high-single to low-double digit operating margins; generate positive free cash flow; and maintain balance sheet flexibility.”*

## Big Dam Blueprint pillars\*

- Begin with a digital-first mindset.
- Integrate technology into all areas of the business.
- Strategic research to inform decisions on future store locations, sizes, and layouts.
- Carefully test and learn to unlock long-term growth potential.
- Invest to future proof the business with greater logistics automation and technology to improve operations.

# What You Get with eCapital Advisors

- Digital transformation experts in finance and IT for over 20 years
- Trusted by and partner with the world's best software solutions
- Engaged and empowered by hundreds of clients with proven outcomes
- Bridging the gap between fragmented data and actionable insights

eCapital demystifies analytic solutions for our clients by empowering digital transformations for finance and IT through our passionate experts. We empower actionable insights that make better decisions effortlessly.

**EMPOWERING YOUR BUSINESS**