



Case Study

adidas Canada

## adidas Canada Achieves 400% ROI by Optimizing Supply Chain Management using iBOLT

*"In the final analysis, it was Magic's productivity, and platform and database independence that made us realize Magic was the best solution for our very personalized needs."*

**Paul Leone, CIO,  
adidas Canada**

### Customer

adidas is a global leader in the sporting goods industry with products available in virtually every country of the world. The company has 184 manufacturing facilities and approximately 14,700 employees. adidas Canada is headquartered in Toronto, Ontario. Canada ranks among the top ten national markets for the company.

### Challenge

adidas Canada wanted to upgrade their existing AS/400 system to the new IBM iSeries and then integrate this with their various back-end systems and corporate website. The integration required merging different operating environments; Windows, OS/400 and HPUX. Adidas Canada's customers and distributors also had to be integrated with the company's Asia based manufacturing operations.

### Solution

Magic Software provided the company with the tools and training to build its own custom B2B site for the IBM iSeries platform. The new site extends adidas Canada's current supply chain solution to allow customers to access sales, order status and payment information via the Web.

adidas Canada selected Magic Software's iBOLT integration solution based on its rapid development and integration capabilities, strong training and customer support, and tight interface to the IBM iSeries platform.

### Value

adidas Canada achieved an almost instantaneous **400% ROI** that continues to grow. With a new service-oriented architecture, the company can now pursue server consolidation and move to Linux on their iSeries.

Following the project, **adidas Canada has become the first fully integrated IT business unit** for adidas worldwide, with data synchronization between all operating units and eight major product brands.