

# PAC SUN



## Industry

- Telecommunications

## Products

- Microsoft Windows Azure

## Challenge

Pacific Sunwear's culture is based on the up-to-the-minute youth market, but the company's internal portal used technology that was popular before many of its employees were born, and it was beginning to affect sales

## Solution

Using Microsoft technologies, including SharePoint, Neudesic helped Pacific Sunwear build a web portal, which is hosted on the point-of-sale terminals throughout the chain.

## Benefit

- Captures 3,400 pieces of feedback yearly
- Redirects time to selling
- Enables additional sales

## Web Portal

Founded in 1980 by Tom Moore, PacSun started as a small surf shop in Newport Beach, Calif., selling surfboards, wax, swimsuits and all things beach. Today, PacSun remains true to its roots, bringing the hottest brands, lifestyle apparel, accessories, sunglasses, footwear and skateboards to active youth. And the authentic action sports theme on which it was founded still drives the company's culture, creativity, team spirit and passion.

*It's the same stores, the same employees, the same merchandise—the difference is that now we're empowering our store employees with a tremendously powerful tool for selling.*

*Bill Bieluch  
Senior Director of IT Project Delivery  
Pacific Sunwear*

## Project Highlights

- PacSun accessed its portal through the same in-store terminals that supported a POS system that was based on proprietary software the company deployed before the rise of the Internet
- The outdated portal did not provide an Internet connection, something executives felt was necessary to provide an ordering mechanism and bring corporate culture to the stores
- After deciding to adopt Office SharePoint Server, PacSun executives enlisted Microsoft Partner Neudesic to help implement the solution
- The development team began working on the project in July and met a corporate-mandated deadline of Black Friday
- Neudesic developers used several Microsoft technologies to meet the high-security requirements for the portal

# PACSun® Web Portal

## The Challenge

PacSun's portal, accessed through the same in-store terminals that supported the point-of-sale (POS) system, was based on proprietary software the company deployed before the rise of the Internet. The vast majority of employees didn't know how to use the outdated portal, which did not provide an Internet connection, something executives felt was necessary to provide an ordering mechanism and bring corporate culture to the stores. Management knew its portal was beginning to limit sales and productivity and would have to be updated, but full workforce management products were costly and included features that the company didn't need.

## The Solution

After deciding to adopt Office SharePoint Server, PacSun executives enlisted Microsoft Partner Neudesic to help implement the solution. "Neudesic knows SharePoint inside and out," says Bill Bieluch, PacSun's senior director of IT Project Delivery. "We could ask them to do things that people had never asked for before, such as accommodating our dynamic hierarchy of stores, which reassigned stores from one district to another. They could do it, and turn it around very quickly."

The development team, which consisted of both PacSun and Neudesic personnel, had roughly four-months to get the new web portal up and running by Black Friday, the day after Thanksgiving that signifies the start of the holiday shopping season. The

new company portal was "one of the first to bring Office SharePoint Server into the POS environment," says Marc Huynen, Solution Architect at Neudesic.

Neudesic developers used several Microsoft technologies to meet the high-security requirements for the portal. For example, they configured Office SharePoint Server and Exchange Server to prevent store employees from accessing the network file system. "Neudesic used Microsoft Exchange Server to prevent store employees from accessing the network file system. "Neudesic used Microsoft technologies to meet our security requirements with gusto," says Jose Viera, Senior Director, Infrastructure at PacSun.

## The Benefit

PacSun's new portal helps promote the company's youth-market culture and drive business by:

Capturing 3,400 Feedback Messages a Year

PacSun hears from as much as 3 percent of its stores every day and already has received 3,400 messages from employees. Some of the most helpful feedback deals with improving company processes.

"Instantaneous feedback from our stores is a tremendous benefit," says Bieluch. "It's information that we could never capture before, from the people who know how to run our stores the best—the people who actually do it."

Redirecting Time to Selling

Beyond providing an infrastructure that

supports online sales through the stores, the portal supports increased revenues in other ways. For example, it documents upselling and cross-selling opportunities so that employees can maximize sales. "With the portal we've built with Microsoft technology, our employees have more time on the sales floor," says Bieluch. "It's more time with customers. It's more time generating revenue."

Enabling Additional Sales

Store employees can now order merchandise for customers through

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Senior Director, Infrastructure  
PacSun*

the portal. With the previous portal, an intermittent connection to corporate headquarters, a lack of detailed product information and images, and the absence of a shopping bag function made such orders impossible. "We used Microsoft technologies to turn our portal from a drag on sales to a contributor to sales," says Bieluch. "It's the same stores, the same employees, the same merchandise—the difference is that now we're empowering our store employees with a tremendously powerful tool for selling."