



Global fitness franchisor automates supply chain, launches private B2B marketplace

The Challenge

An international fitness franchisor needed to update their vendor management system and processes. They wanted to create an efficient B2B marketplace that would connect their franchisees to their supply network and:

- Simplify the ordering process for franchisees
- Support international growth plans
- Enable supplier management of product information
- Optimize shipping and freight options
- Simplify payments for franchisees
- Create visibility to analytics and reporting on franchise operations

The Sitecore Solution

The global fitness franchisor came to Sitecore looking for a partner to build and maintain a modern, private B2B Marketplace, as well as the technology to handle the complex network of franchisees and suppliers. This new business model allowed the franchisor to optimize the franchisee to supplier relationships and create a more efficient digital supply chain that would support future growth.

With their B2B marketplace built on Sitecore® OrderCloud™, the fitness franchisor's franchisees can log-on and place orders from the suppliers the franchisor assigns to them based on franchise brand and location. It's easy to browse, shop, order, and re-order all of the supplies they need to run their business. Promotions and announcements are communicated clearly. Orders can be placed containing products from multiple suppliers within one transaction.

The franchisor's vendor management team now has options for how they want to manage relationships with their suppliers. They can either give suppliers the ability to maintain their own product information, pricing information and communications themselves without contacting the franchisor. Or they can make updates to the supplier's account and product information themselves via an easy-to-use administrative interface.

**Integrated
150+ vendors,
empowering
them to manage
their own
product catalog
and orders**

The Outcome

The franchisor now has more control and a bigger picture strategy for their supplier network and service to franchisees. Having access to aggregated demand in their franchise network, they can negotiate better pricing with suppliers. Their markup, as well as a more efficient system, guarantees them margin from these sales.



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