



## Epicor Success Story

# Kinnucan's Specialty Outfitter

## Expands Business With Epicor Eagle Solutions

### Company Facts

- ▶ Location: Auburn, Alabama
- ▶ Industry: Outdoor Sporting Goods
- ▶ Number of Locations: 18
- ▶ Number of Employees: 300+
- ▶ Website: [www.kinnucans.com](http://www.kinnucans.com)



### Success Highlights

#### Challenges

- ▶ Grow business through implementation of next-generation technology
- ▶ Maintain loyalty program momentum

#### Solution

- ▶ Epicor® Eagle N Series®
- ▶ Epicor Eagle® Compass™
- ▶ Epicor Eagle Loyalty

#### Benefits

- ▶ Enabled expansion to 11 locations and counting
- ▶ Improved reporting and business performance
- ▶ Maintained and increased participation in loyalty program

Founded in 1987, Kinnucan's Specialty Outfitter is a specialty outdoor and lifestyle-inspired store. With a vast selection of products including footwear, cold and warm weather apparel, sunglasses, collegiate goods, and women's fashion, the company has partnered with brands like The North Face®, Columbia™, and Patagonia® to provide the products that their customers desire.

Since opening, Kinnucan's has expanded into six states with 18 locations—covering Alabama, Georgia, Florida, Kentucky, Louisiana, Mississippi, and Tennessee. In 2012, the company implemented the Epicor Eagle business management system to further its growth plans.

#### Robust reporting to drive performance

In a short period of time, Kinnucan's has experienced a great deal of success by operating the business on the Epicor Eagle N Series software solution. "We've had a lot of growth over the past few years," said Bobby Lake, president of Kinnucan's Specialty Outfitters. "We wouldn't have been able to go from seven to 18 stores in that timeframe without Eagle N Series—it's really been an integral part of our business."

Kinnucan's management team uses the Epicor Eagle Compass analytics reporting application to keep better tabs on the business. One reason Epicor Eagle Compass is so invaluable to the team is the ease with which reports are built and shared. "I'm definitely a fan of the Epicor Eagle Compass

reporting tool because of the auto-reporting features," said Lake. "It is a very valuable function from an operational standpoint. Epicor Eagle Compass has been a significant tool for improving our inventory levels—better ordering, better transferring, and better overall management."

## Loyalty program provides peace of mind

With Epicor Eagle Loyalty, the entire customer loyalty program is managed entirely by the business—the business makes the rules, owns the data, and—along with customers—reaps all the rewards. "We've had a loyalty program in place for many years, and it has always been really successful," said Lake. "When we made the switch to Epicor, we wanted to maintain that

momentum. Because we charge a fee for our loyalty program—which is atypical in retail—our company required slight customizations to the Eagle N Series solution. Epicor was able to completely mirror our previous loyalty program, which gave us peace of mind and has continued to help our loyalty program grow. By using Epicor solutions, our customers can see that we are investing in technology, and they drive us to do so."

"Epicor always has a strong product development path in place," said Lake. "I know there is the short-term, mid-term, and long-term roadmap for the products we use, and that engine seems to always be moving."

## About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software that is designed around the needs of our manufacturing, distribution, retail, and service industry customers. More than 40 years of experience with our customers' unique business processes and operational requirements is built into every solution—in the cloud or on premises. With a deep understanding of your industry, Epicor solutions spur growth while managing complexity. The result is powerful solutions that free your resources so you can grow your business. For more information, [connect with Epicor](#) or visit [www.epicor.com](http://www.epicor.com).



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