



Marker Dalbello Völkl Deploys Elastic's Next Generation B2B Technology

Rollout Creates Standard Platform Across Multiple Winter Sports Brands

Denver, Colorado (20 April 2021) – In a first of its kind deployment of B2B ecommerce technology, Marker Dalbello Völkl (MDV Sports USA) is using Emerald's Elastic Suite to create a standardized digital merchandising solution for multiple winter sports brands and product categories. With the deployment of Elastic, a large network of specialty retailers across North America now have access to MDV's diverse product portfolio of skis, snowboards, bindings, boots, apparel and accessories on a single wholesale purchasing platform.

"Using innovative digital merchandising technology to create a uniform virtual purchasing interface between manufacturers and retailers is critical to helping meet the challenges of the current market environment," said Josh Reddin, Emerald EVP, Elastic Suite. "Partnering with MDV to take this step in bringing all of their iconic brands onto a single platform, and to reach an entirely new level of integration and collaboration with their retail partners, demonstrates how Elastic is partnering with category leading companies to create a new standard for B2B ecommerce."

The ability to seamlessly integrate at the enterprise level with MDV's unique sales process and existing IFS ERP platform was key to the selection of Elastic over competing solutions. Elastic's newly released platform functionality designed for managing multi-product brands is included in the rollout. This provides the ability for manufacturers to create, merchandise, manage and track sales of bundled product sets tailored to specific retailers and represents a revolutionary advancement in B2B technology.

Elastic helps manufacturers, retailers and distributors adopt a more sustainable approach to B2B sales while achieving efficiency-driven cost savings and incremental sales growth. Sustainability and cost savings come through streamlined order entry, digital catalogs, resource optimization and inventory management. Increased sales revenues come through brand-specific retailer applications, sales rep tools, strategic sales planning, digital merchandising, product customization and assortment planning tools.

Emerald's B2B technology serves clients representing hundreds of the world's largest and most iconic brands in the outdoor, surf, cycling, sporting goods, apparel, lifestyle and footwear industries. In addition to MDV, selected brands served include: The North Face, Patagonia, Rip Curl, K2, Active Brands, Volcom, Shimano, Scott Sports, New Balance, Boardriders, Puma, Reebok/CCM, O'Neill, Burton, Smith Optics and Vans.

About Emerald

Emerald is a leader in building dynamic, market-driven business-to-business platforms that integrate live events with a broad array of industry insights, digital tools and data-focused solutions to create uniquely rich experiences. As true partners, we at Emerald strive to build our customers' businesses by creating opportunities that inspire, amaze and deliver breakthrough results. With over 140 events each year, our teams are creators and connectors who are thoroughly immersed in the industries we serve and committed to supporting the communities in which we operate.

About Marker

A leader in ski binding technology since the 1950s, Marker's hallmark is innovation, and the company continues to design and produce the highest quality binding components in the industry for freeskiing, backcountry skiing, racing, junior and rental binding categories. Marker also supplies system binding technology for several leading brands. To learn more, please visit: <http://www.markerusa.com>

About Dalbello

Dalbello began producing ski boots in Asolo, Italy in 1974. Today the Dalbello brand is a market leader and was the winningest ski boot brand at the Sochi Winter Olympic Games. The company offers skiers of all stripes outstanding performance and legendary comfort. To learn more, please visit: <http://www.dalbellosports.com>

About Völkl

Völkl is a world leader in performance driven skis for skiers of all abilities: from the World Cup racer to the family weekend enthusiast. With innovation and design, Völkl leads the way with products for all segments of skiing for men, women and junior skiers alike. To learn more, please visit: <http://www.volkl.com>

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