

GNC Success Story: Digital Transformation



GNC Accelerates Omnichannel and Supply Chain Transformation with enVista

- GNC CIO recognized in RIS' 2021 Influentials: Top Movers and Shakers in Retail for results achieved from implementing enVista's cloud-native OMS
- Accelerated omnichannel agility during global pandemic with enVista's unified commerce platform
- Rapidly deployed BOPIS and ship from store throughout all 2,500+ retail locations in a matter of weeks
- Reduced transportation costs with enVista's FAP solution, accruing \$4 million+ in hard dollar savings
- Significantly reduced vendor footprint for greater efficiency and cost savings



Let's have a conversation.™

enVista's Leading Software and Consulting Solutions

"We selected enVista's OMS to help us rapidly advance our omnichannel commerce initiatives and respond to customer expectations for additional fulfillment options and seamless, convenient, personalized shopping experiences. The capabilities of enVista's OMS and unified commerce platform are extremely robust. enVista's solution is exceptionally sophisticated and agile to meet our long-term needs."

-Tricia Tolivar, EVP and CFO at GNC

Transportation Spend Management (3 Months)

- Enabled full visibility into global spend and transportation data with enVista's FAP solution
- Accrued \$4 million+ in hard dollar savings (15.4 percent of original annual baseline spend of \$26 million+)

Ship From Store (2 Weeks)

- Enabled optimal order fulfillment throughout all 2,500+ locations
- Realized \$150,000 in additional sales revenue in the first week alone
- Improved customer service, maximized store inventory turnover and optimized order routing

GNC CIO Recognized as a Leader in Retail

- GNC CIO, Scott Saeger, named in RIS' 2021 "Influentials: Top Movers and Shakers in Retail"
- Recognized for results achieved from implementing enVista's cloud-native OMS

2018

Dropship (5 months)

- Expanded dropship program by 400% with enVista's software as a service (SaaS) dropship solution
- Generated flexibility in file sharing and increased response times to vendors
- Decreased legacy load time from several months to a few days

2019

Order Management System (OMS) (9 Months)

- Leveraged enVista's cloud-native OMS for enterprise inventory visibility to support omnichannel fulfillment options with 100+ integration points
- Improved customer satisfaction and increased revenue with endless aisle
- Reduced shipping costs and out-of-stocks and improved order throughput

2020

Buy Online, Pick Up In Store (BOPIS) (6 Weeks)

- Improved the customer experience by enabling BOPIS throughout all 2,500+ stores with enVista's OMS
- Generated add-on purchase opportunities and expanded average customer cart size
- Reduced fulfillment timeframes and costs

2021-