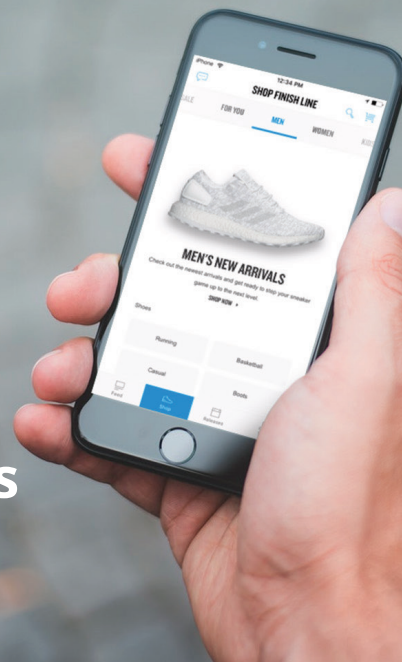## Gorilla Logic
Agile. Unstoppable.

Finish Line Signs a Band of Gorillas to Deliver an **EPIC FINISH** for its Customers

An omni-channel, seamless experience

PERFORMANCE MEETS STYLE

NBA legend Michael Jordan delivered an astounding 6 NBA championships during his 14 seasons with the Chicago Bulls. After joining Team Nike, MJ introduced the Air Jordan, merging sport with street style. Around the same time, Finish Line burst onto the scene – quickly becoming a premier retailer of the latest shoes and apparel to athletes, sports fans and folks who just want to look cool at their kids' soccer games (no judging here).

Anticipating the needs of increasingly tech-savvy shoppers, Finish Line launched its first mobile app in 2014. However it lacked the features that mattered to their customers, including product recommendations, streamlined checkout, and easy access to their rewards points. Finish Line knew they needed to up its game – or risk riding the pine.

With an increasing number of "digital shoppers" using their smartphones to research products, compare prices and make purchases, Finish Line's talent scouts searched for a superstar who could build a mobile app that provided a seamless, omni-channel experience. Impressed by its experience with large-scale retail and media clients, and its cost-effective nearshore development model, Finish Line drafted Gorilla Logic. So we laced up our kicks and went to work.

AT A GLANCE

INDUSTRY
Retail, e-Commerce

COMPANY SIZE
Global Enterprise

PROJECT SUMMARY
Gorilla Logic's Costa Rica team delivers a fan-friendly e-commerce app for Finish Line's digital shoppers.

PRIMARY TECHNOLOGIES
• Native Android
• Native iOS (Swift)
• Beacon integration
• Live video streaming
• Recommendation engine
• Push notifications
• Analytics

PROVIDING AN ALL-STAR TEAM

Finish Line needed an all-star team who could develop a slamdunk app and provide full court support – without the franchise player price tag. Gorilla Logic provided a band of Gorillas based in Costa Rica who were experienced in native application development, and could provide cost-effective post-launch support.
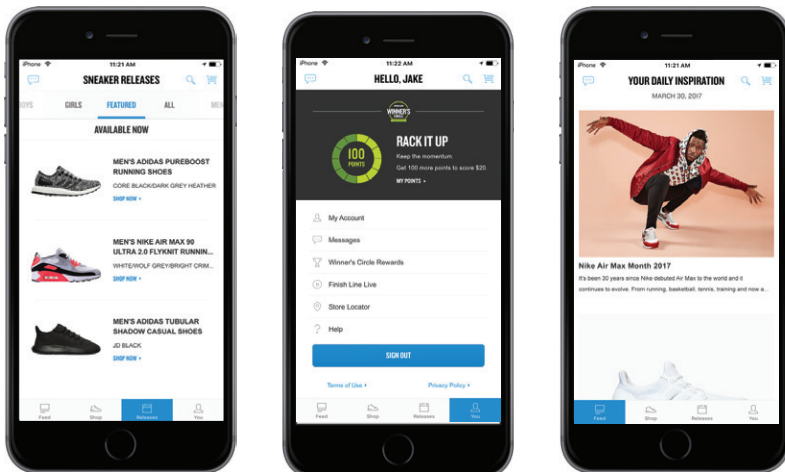
"It was very clear that Gorilla Logic really cared about the success of the application," notes Garret Schmidt, Finish Line's Sr. Digital Product Manager. "The team went the extra mile to make sure everything was ready for launch, including store submissions. After the app went live, they were equally as excited to watch its progress and make fixes quickly."

DELIVERING A EPIC FINISH

Finish Line is committed to providing an EPIC FINISH by guaranteeing that their customers have a positive, seamless, and memorable experience in any way they touch their brand. While the Gorillas were developing the mobile app, Finish Line's internal teams were working on multiple digital projects, including updating the e-commerce engine.

"It felt like we were pulling the engine out of the bus while it was moving," Garret recalls. "Fortunately Gorilla Logic was flexible in making adjustments to meet our objectives. We scaled every which way to meet our development goals and budget over time."

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> Garret Schmidt
> Sr. Digital Product Manager

The Gorillas delivered a game-changing mobile app that incorporated feedback from Finish Line's technology and customer care teams, as well as that from more than 15,000 digital users. Fan feedback has been positive. The new app earned five stars on the current IOS platform and 4.5 stars on Android.

With over 500,000 downloads to date, fans have been quick to embrace the new app. Citing the ease in which they could access their rewards points and quickly complete their transactions, more than 281,000 customers are using the app - and counting. One user noted, "My (rewards) points are easily accessed, and checkout is painless." Another user raved, "It's the easiest way to get the hottest products."

The new mobile app also incorporates robust analytics. Garret's team can now access information regarding e-commerce transactions, application downloads, time spent in the app, number of daily active users and more.

"We're excited about the opportunities that the app has opened up to reach our customers, especially through tailored mobile messaging," says Garret. "It represents the pinnacle of the digital experience that Finish Line provides its customers."

Working with Gorilla Logic's Costa Rica team has been a fantastic experience," Garret continues. They were skilled, communicative and really had an interest in creating the best possible application."

"Gorilla Logic's experienced resources were committed to the project's success. They brought the partnership and development expertise Finish Line needed to launch an industry-leading mobile experience."

Danielle Quatrochi, SVP of Customer Experience & Innovation

ABOUT GORILLA LOGIC

Gorilla Logic helps Fortune 500 and SMB companies extend the benefits of business agility to large scale and distributed environments. Our Agile Gorillas successfully align teams, processes, and technology to drive innovation, profitability, and growth. With a robust team of SAFe®-certified developers, Gorilla Logic is uniquely qualified to implement complex, full-stack Agile development initiatives and train client teams in SAFe® best practices. We often serve as Release Train Engineers and engage in Remote PI Planning sessions across multiple geographies. With offices in the United States, Costa Rica, and Colombia, Gorilla Logic helps clients gain competitive advantages to achieve results faster.

Ready to Be Unstoppable?
WE CAN SHOW YOU HOW. **GORILLALOGIC.COM**

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