



## CUSTOMER SPOTLIGHT

# 5.11 Tactical Gear



3Cloud builds a modern Azure Data Platform to empower 5.11 with data & analytics and become more data-driven

### CHALLENGE

5.11 Tactical is a leading manufacturer & retailer for superior tactical gear for law enforcement, first responders, tactical operators, and adventurers worldwide, with innovation and resilience at its core. The company got its name from a difficulty scale for rock climbing, with 5.0 being the easiest and 5.10 as the hardest. A climb that ranked as 5.11 was considered impossible, but on occasion someone did it. 5.11 Tactical's mission is to create clothing and equipment to inspire a conquer-the-impossible mentality and provide servicemen, servicewomen, and public safety professionals with all they need to perform their best.

5.11 was focused on increasing their data & analytics capability to improve and increase the data-driven maturity across the organization. They lacked a comprehensive organizational view due to disparate data in Dynamics, Amazon, and NetSuite from their various brands and customer-facing sales channels. Collecting and analyzing these various sources was cumbersome, and data refreshes would take 8 hours or longer. In addition, the company had outdated reports/dashboards, with no consistent strategy in place for sharing and collaborating across datasets, reports, & visualizations, plus lack of self-service reporting. Areas of the business that were challenged with a lack of insight included Finance getting an accurate view of their sales across their different platforms, Sales actual to date compared to budgets for forecasting, revenue trends, eCommerce team pulling in daily conversion rates and identifying possible fraudulent transactions, and sales in different currencies leading to summations with an inflated view.

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### SOLUTION

5.11 engaged with 3Cloud to implement a new modern data platform architecture and approach on Azure. Our team leveraged the full power of the analytics suite of tools from Microsoft including Azure Databricks, Synapse, and Power BI. 3Cloud leveraged our framework and accelerator templates for quickly setting up the architecture, ingesting data, and delivering critical insights to business stakeholders. By pulling disparate data sources into one place, 3Cloud created a well-architected 'single point of truth' for Finance, Marketing performance & optimization, Sales (POS & eCommerce), customer loyalty, etc. and the means with which to build reports using consolidated data.

### RESULTS

The solution 3Cloud provided enabled 5.11 with a robust data platform that integrates critical data sources to enable a complete view of the organization's performance along with standard Daily Sales tracker operational reports. We enabled 5.11 to transition off a system using a third party to build reports to self-service reporting to build the reports they need. The IT managed modern data warehouse & semantic layer enables rapid deployment of interactive reports for 'at a glance' performance monitoring and supports end users ad-hoc analysis. Finance now has an accurate view of sales, sales forecasting is improved, and 3Cloud used the disparate data sources to pull currency conversions to US dollars for accurate summations. Most impactful, 3Cloud's solution reduced impact times, and refresh times were reduced from 8 hours to 15 minutes.

### LARGE RETAIL CLIENT PROFILE

One of the largest & original retailers of military and tactical clothing and gear.

**Employees:** 550

**Annual Revenue:** \$300M

**Innovation Focus:** Data & Analytics