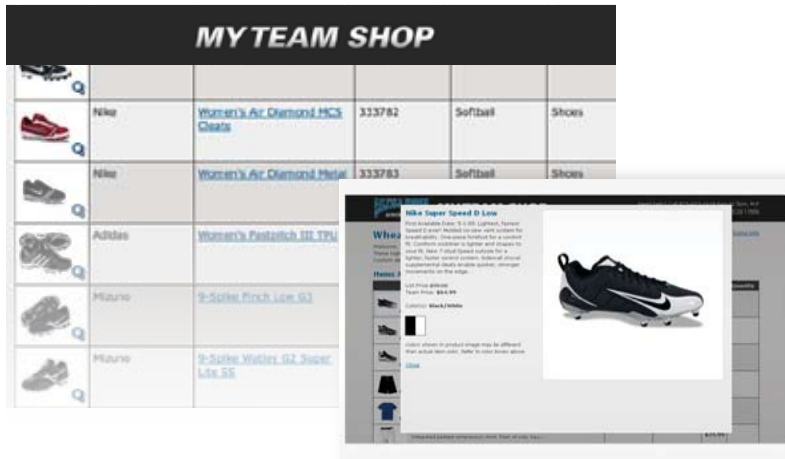


## Sport Supply Group - My Team Shop



*“Hey team, we have a winner! Great excitement and widespread affirmation that we have a fantastic tool.”*

**Tevis Martin**

Executive VP, US Operations  
Sport Supply Group



### Client

Sport Supply Group, Inc. (NASDAQ: RBI) is the largest manufacturer, marketer and distributor of sporting goods products direct to the institutional and team sports marketplace. SSG is a one-stop shop for branded equipment and team apparel from Nike, Under Armour, Adidas, Champion, Rawlings, Wilson, New Era and more to an audience of over 200,000 customers and prospects.

### Situation

Each client of SSG's (such as a high school sports team) buys products from a particular subset of SSG's vast product catalog. Team members select products—shoes, uniforms, equipment and more—from this unique team catalog. The problem was that all of the customer-facing end of the order process was handled on paper order forms which had to be generated manually for each team and hand delivered to the school or organization.

SSG sought to provide its customers with a Web-based tool that would streamline sales while maintaining the superior service they had come to expect.

### Execution

SSG selected Dayspring in a competitive bidding process, making clear that time-to-launch was critical.

A Dayspring-facilitated rapid design process helped the project team crystallize its vision. Implementation and deployment of the solution rapidly followed and the aggressive launch deadline was hit.

Dayspring hosts the solution in its Virtual Private Server (VPS) web hosting offering, providing both production and staging/test environments. SSG continues to engage Dayspring to enhance the My Team Shop Web application, adding features such as:

- online maintenance of the website's product catalog
- a publicly viewable version of the catalog that can be used as a sales tool in place of sending paper catalogs
- personalization of products with player names and numbers
- an automated reminder system to help the sales team better serve SSG's customers
- specialized reporting capabilities that can be used for a new internal sales incentive system not previously possible

### Technologies employed:

PHP, MySQL, CyberSource payment integration, jQuery, AJAX, Apache Web server, SSL

<https://www.ssgteamsports.com/>