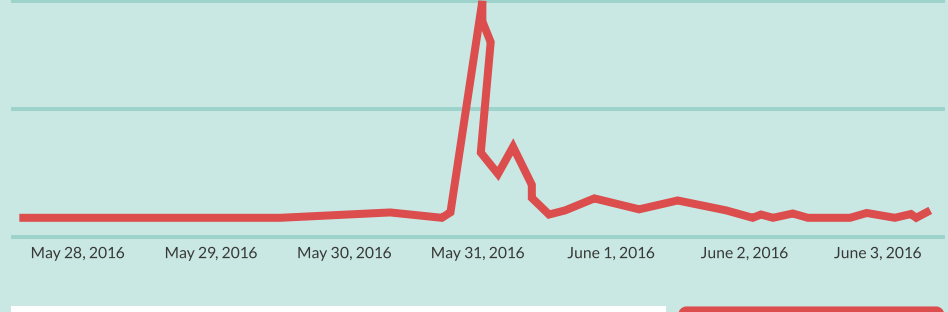




CAN YOUR SUPPLY CHAIN MAKE IT TO THE FINALS?

THE GAME PLAN

Professional sports teams make it to the finals 1-2 weeks before a champion is crowned, but how do leagues and suppliers handle this sudden spike in demand?



Golden State Warriors championship hats increased 100 fold in the first hour after they won the 2016 Western Conference Finals.

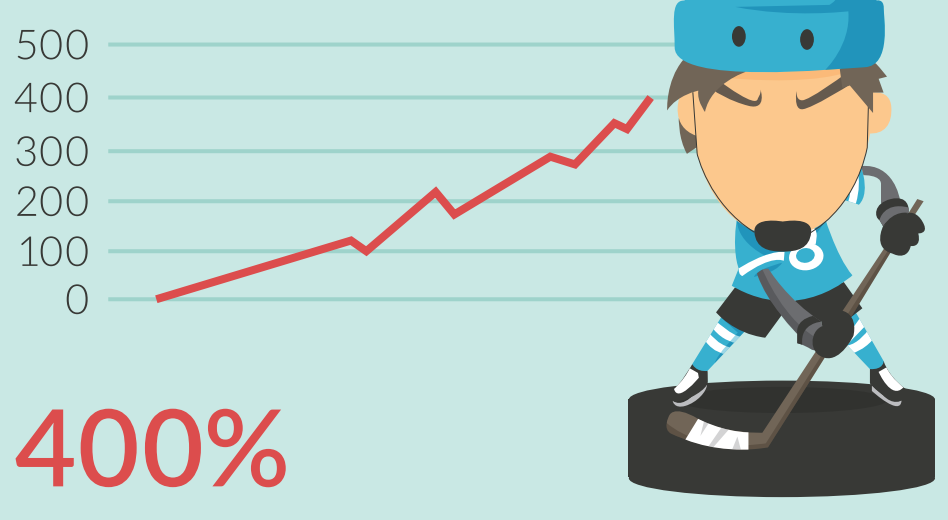


Sales of Golden State Warriors gear increased 92.8% in May 2015 as they became the obvious opponent to Cleveland Cavaliers in the NBA Finals.



6 Months

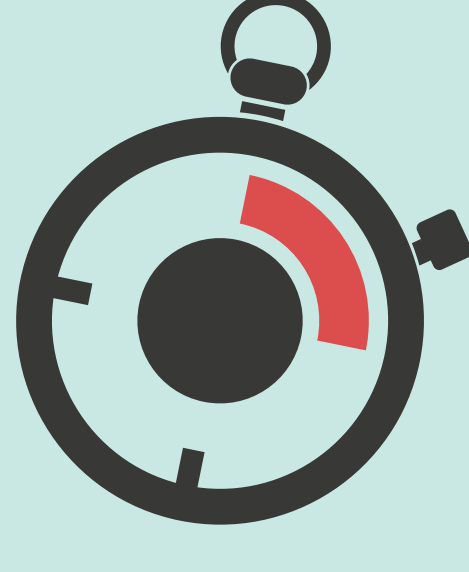
Leagues design championship gear 6 months in advance so merchandise can be created in less than 24 hours.



400%

During the 2012 Stanley Cup playoffs, the Los Angeles Kings sold 400% more merchandise than during the regular season.

BEATING THE BUZZER



200-600

200-600 shirts are printed every hour for 18 hours straight to keep up with demand.

2-3 hours

Printers only have 2-3 hours to get championship merchandise from the warehouse to stores.



1,500 Hats

All 1,500 available finals hats were bought within 2 hours of being available after the Golden State Warriors won the Western Conference Finals.

\$2 Million

\$2 Million in losing team's championship merchandise is distributed by international charities throughout Asia, Africa and Latin America.

PLAYING TO WIN

Cloud supply chain intelligence ensures companies can take advantage of the huge but short-lived spike in demand for products. Even championship gear!

FusionOps can improve forecast accuracy by over 20%.

But who will win the championship game? Leave that to Vegas.



<https://www.google.com/trends/explore#date=now+7-d&geo=US&q=%22warriors+finals+hat%22>
<https://www.google.com/trends/explore#date=now+7-d&geo=US&q=%22golden+state+warriors+finals+hat+2016%22>
<https://www.forbes.com/sites/marketshare/2013/02/06/the-power-of-global-sports-brand-merchandising/#63acbb211456>
<http://www.marketplace.org/2015/02/02/business/live-always-wondered/how-do-sports-teams-get-their-championship-t-shirts-so-fast>
<https://www.theguardian.com/sport/2015/feb/03/what-happens-to-the-losing-teams-super-bowl-championship-shirts>
<http://www.thepostgame.com/features/201110/where-does-world-series-runner-gear-go>
http://ecommerce.shopatron.com/sites/default/files/Forbes_NBA_Finals.pdf
<http://www.ktvu.com/news/4683359-story>
<http://www.pressreader.com/usa/los-angeles-times/20120606/281792806089628>