

# MAPAC

## Sending School Wear Worldwide.

Established in 1955, Mapac are famed as the inventors of the School Bookbag. Still a family run organisation, Mapac have supplied over 20,000 schools around the globe working with every major brand of school wear.

With an on-site printing and embroidery facility, they can supply basic to bespoke products and have full control of the entire production line.

80%

increase in  
operation  
throughput  
efficiency



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## Revolutionising the Order Process.

With outdated systems and no e-commerce capability, Mapac needed a complete transformation in order to reach new customers and fulfil orders efficiently. With our valuable experience in this market, Mapac came to us to design and deliver a solution that would revolutionise their business.

With a huge amount of immersion and consultancy upfront, we were able to develop and launch a completely new system for Mapac. This included a Direct to Parent (DTP) and Direct to School (DTS) e-commerce site, featuring custom uniform profiles for all schools.

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## Making Fulfilment Seamless .

Along with a new e-commerce site that would help to engage more customers, Mapac required a fully integrated processing system that would work in the background to fulfil the new volume of orders.

This was where the real complexity came in, and where our technical expertise was required to deliver a solution that would improve efficiency.

We were able to create an intelligent order management system (OMS) and supplier management process, which included stock management, purchasing, picking, production, despatch, invoicing and reporting. This

also had to encompass bar-coding, logo setup, multi-level pricing and discounting options for direct customers, schools and parents.

On demand embroidery/screen print of badges and logos were delivered via advanced integration with Slick Stitch, the UK's leading printing and fulfilment house.

A carefully crafted system was designed and developed in phases, allowing Mapac to roll out functionality in order of priority level. At the outset, we started to build the technical solution whilst we evolved the Mapac visual brand and their digital look and feel.

## Making Customers Lives Easy.

Other features delivered in this project were aimed at making the ordering journey intuitive for parents, schools and franchisees alike. This included an account login area for access to a personalised ordering process that made it quick and simple to find relevant products.

With a multiple storefront architecture, customers are now able to see what they expect depending on their profile and needs. The end solution for parents enabled them to enter their postcode to easily find their school and the school uniform profile, with products that are pre-configured for each (complete with the relevant badge). All they have to do is add what they want to their basket and check out.

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## A foundation to deliver for generations.

The original piece of work carried out for Mapac has completely transformed their business. The possibilities and experience for customers was massively improved, while the operational efficiency was pivotal in improving processes and reducing cost to serve.

Our innovative solution was built on the latest Microsoft technologies and hosted on Microsoft Azure Cloud. It features an advanced Content Management System (CMS) for managing website content and marketing information and supports various credit card payment providers including Sage Pay, WorldPay and PayPal.

This created a foundation for success and has seen them go from strength to strength over the years.

## Stitching a long-term partnership.

Since the initial phase of work carried out in 2011, we have continued to provide consultancy and innovation for Mapac as their trusted technology partner.

With projects including rebrands, digitisation of warehouses, further personalisation, automation, click and collect features and system improvements for processing and production management, we have continued to improve efficiency and help Mapac expand their business online.