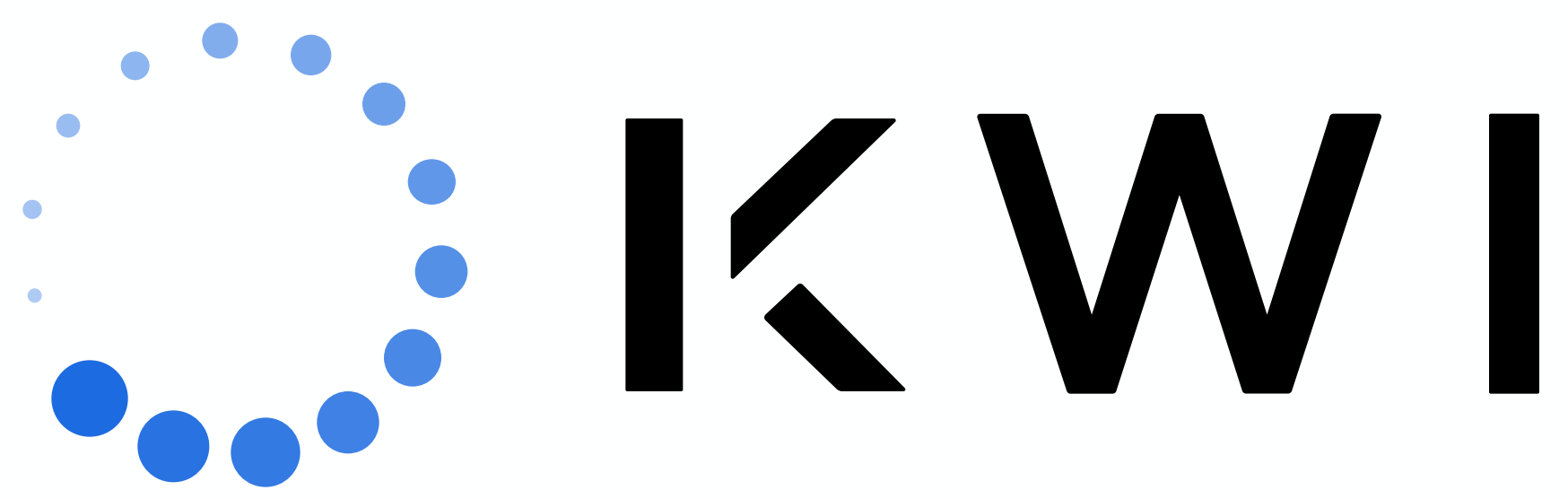


KWVI

Hurley Case Study

Industry: [Apparel and Accessories](#)





Background

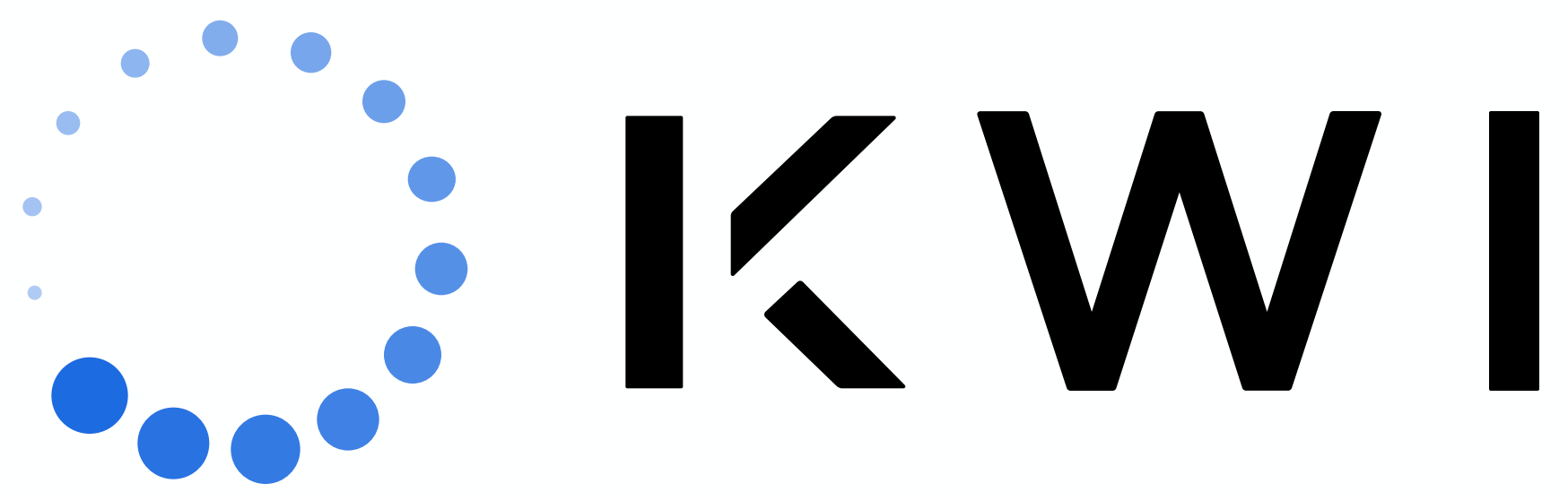
Originally established in 1979 as a surfboard shaping (design and manufacturing) firm, Hurley began to branch out into surfwear and fashion in the early 1980s, when the company licenced Australia's Billabong brand for the U.S. market.

The 2019 ownership change created an urgent challenge for Hurley's retail team. Under Nike's ownership, Hurley had been tied to the Aptos retail platform. Now fully independent, Hurley needed to replace their retail technology infrastructure..

In 2002, Hurley was purchased by Nike, where it remained until it was spun off into an independent company again in late 2019.

"After the separation from Nike, we started reviewing every contract," says Rene Tan, Hurley's Director of Retail. "We were rethinking how we wanted to do business, and the direction of our brick-and-mortar stores going forward. Ending our Aptos contract and moving to KWI was our first step."





Challenge

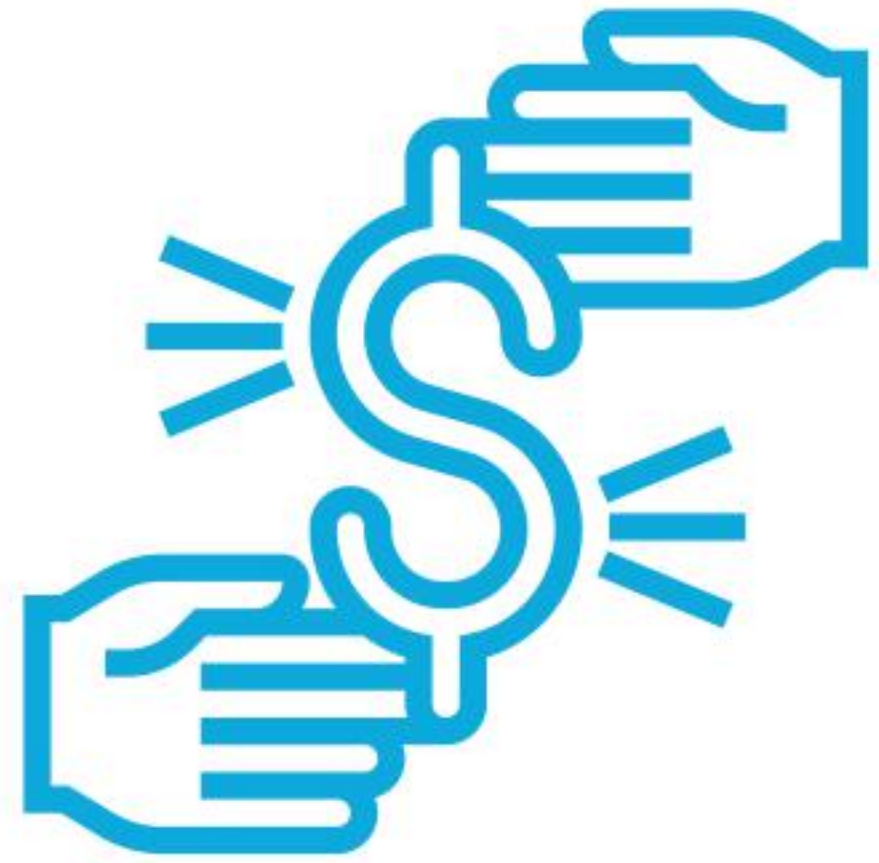
The Aptos platform is built to support locations with traditional cash wraps using older, register-based POS stations. Aptos provides much-needed (if comparatively expensive) support for stores with older POS hardware.

Now a standalone brand with a young, mobile-savvy customer base, Hurley was no longer bound by this outdated approach to retail. The company needed a modern POS solution that could quickly adapt to Hurley's changing needs. Their next POS provider would need to deliver on three crucial points.

"Our launch timeline was pretty rushed," says Tan. "But in the circumstance we were in, KWI was great."

There was one more major challenge that Hurley's new POS provider would need to solve immediately: The company's contract with Aptos was set to expire in just three weeks. That's an almost impossibly short timeframe to switch to a new POS platform.





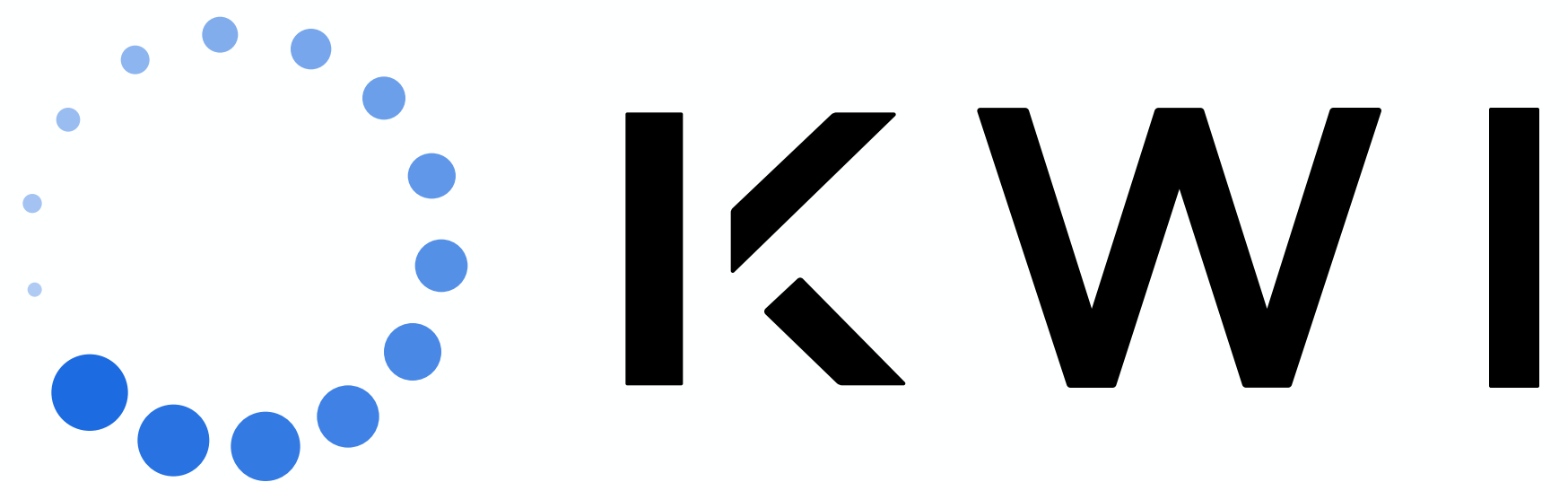
Price: "We moved away from Aptos for a number of reasons, but the biggest one was the overall cost of their solution," Tan says. Aptos was an expensive POS platform, particularly for a smaller company like Hurley."



Mobile POS: "Adopting a modern, mobile POS had been in our plans for the last three or four years under Nike," says Tan. "After the new owners came onboard, we decided to pull the trigger and make the commitment to overhaul our system."



Support: "The customer service at Aptos was just never there," Tan says. "There wasn't a feeling that we had a real partnership with them. Over time, it became obvious that we needed to look elsewhere."



Solution

From the moment the contract was signed with Hurley, the clock was ticking for KWI's implementation team. In an ideal world, the team would have months to migrate product data, customize the POS experience, and train Hurley's staff. Instead, KWI had less than three weeks to get the system operational across dozens of stores.

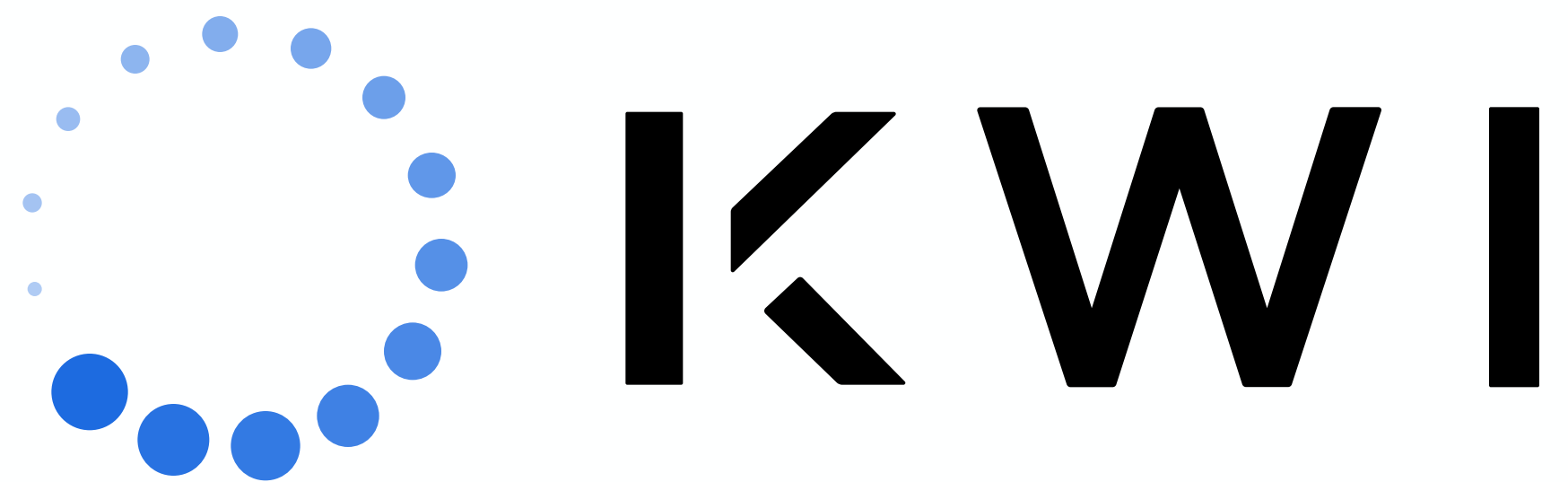
"We had a very tight timeline to transition away from Aptos, and KWI made us their highest priority throughout the entire process," says Tan. "They worked around our timeline, and provided everything we needed in terms of support, training, and communication. They were available for us any time we needed them, and there was a real willingness to accommodate our needs, and to work quickly to find solutions."

Once the dust settled from the transition, Hurley's management began noticing real results from KWI's POS solution

Price: "Price value relationship was a big factor in why we moved away from Aptos, and it was a big factor in why we signed with KWI," says Tan. "We're already seeing those benefits month to month."

While Hurley only has around six months of sales data to work with, Tan says that the switch to KWI is highly encouraging. "Do we believe that this will result in more revenue, or at least a better ROI? Yes, one-hundred percent."





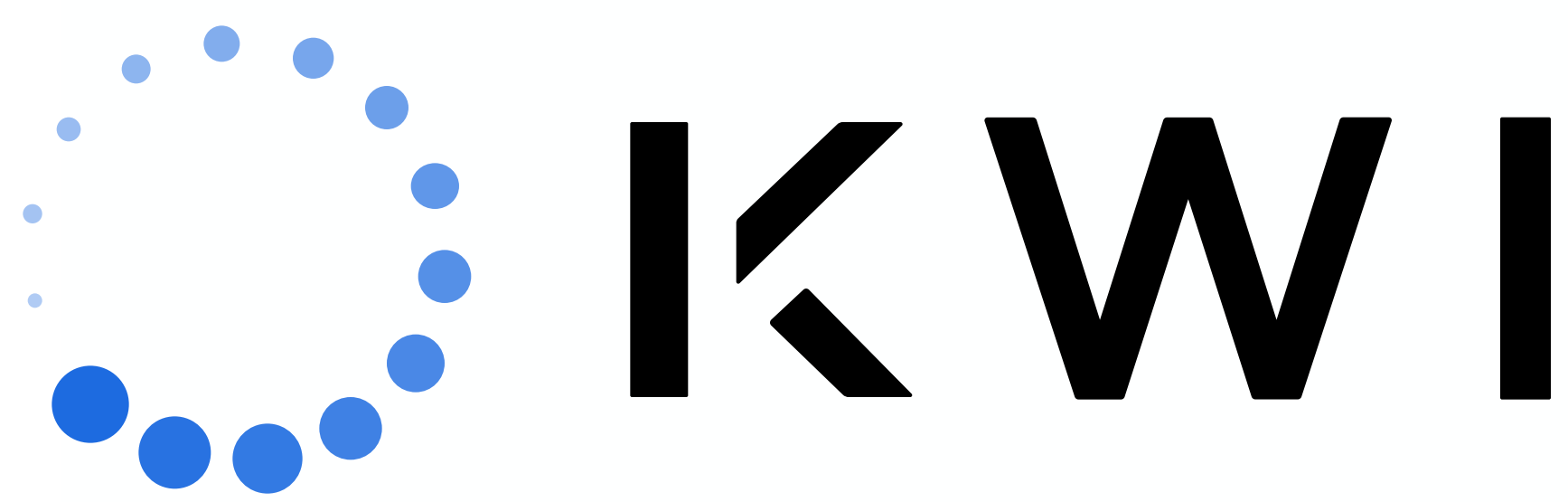
Mobile: "Changing to KWI's mobile POS model has already been a positive thing for us," Tan says. "Not being tied down to bulky hardware is a big part of that. From a dollars-per-square-foot standpoint, this allows us to dedicate less space to a cash wrap. It also allows us to change the way we lay out our stores, particularly for future stores and remodels."

Tan also notes that KWI's intuitive POS technology is greatly reducing training time for Hurley's staff. "The majority of our staff are younger, and they use Apple devices already," he says. "They know how to work these devices, so it's very easy for them to pick up and use."

Support: "From the moment we signed, KWI's support has been great," Tan says. "Everyone at KWI has been accessible. The number one thing I would say about switching to KWI is that the support team has been there for us."

The switch to KWI has also come with plenty of unexpected surprises, according to Tan. For instance, Aptos was built around an older, slower business data reporting system. "We used to have to wait for our reports to batch every night, so we couldn't see that day's reports until the next morning. KWI gives us real-time access to all of our business data."





Result

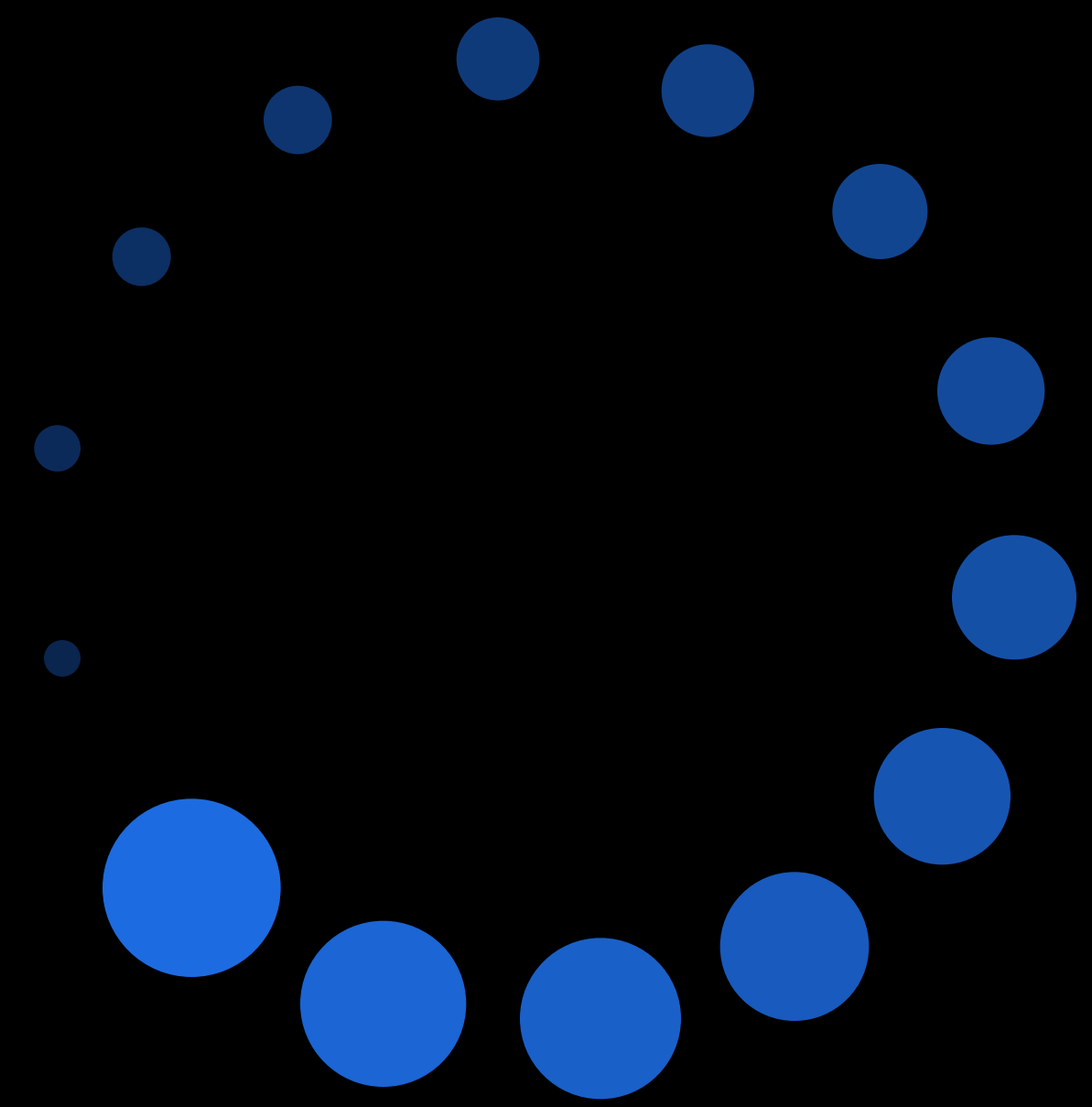
"Switching to KWI made sense for us," says Tan. KWI was able to offer a higher level of functionality versus their previous provider, he says, and at a far more competitive price point. But that's only part of the story. For a company like Hurley, breaking out on their own after nearly two decades as a subsidiary, strong partnerships are everything.



"We're a small company, and we're pretty nimble," says Tan. "We feel the same kind of nimbleness from KWI. We also see KWI as partners. They're helping us grow our business."

Hurley's results are hard to argue with:

- Speed to market. KWI was able to completely replace Aptos in a matter of weeks.
- KWI's mobile POS allows Hurley to reclaim much-needed floor space inside their stores.
- KWI's "nimble" customer support, real-time business data, and omnichannel capabilities were key factors in Hurley's move away from Aptos.
- Hurley is already realizing significant cost & performance benefits after switching to KWI.



KWII

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