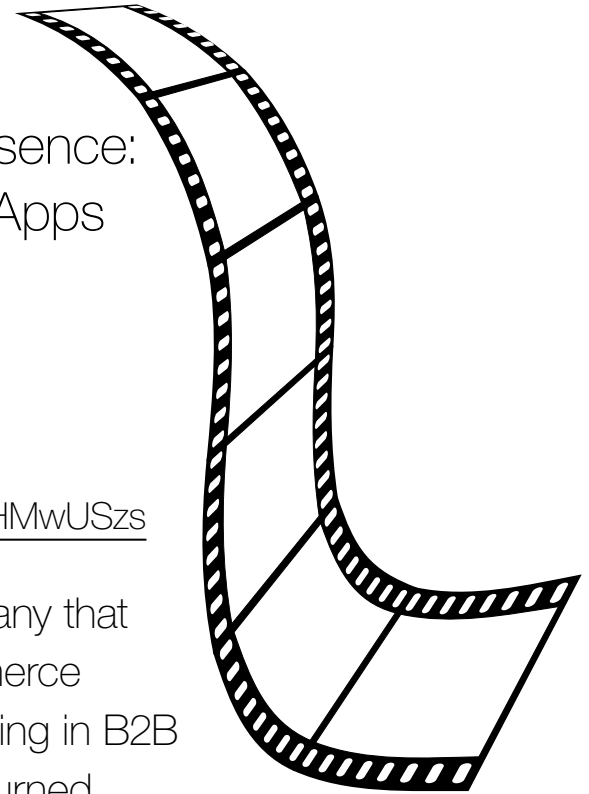




## video case



**chapter 4** Building an E-commerce Presence:  
Websites, Mobile Sites, and Apps

**case 4.1** **W.L. Gore Expands Using  
Demandware**

**watch the  
video at**

<https://www.youtube.com/watch?v=rzhXHMwUSzs>

**summary**

W.L. Gore is a manufacturing company that decided to establish a B2C e-commerce presence after previously just engaging in B2B e-commerce. To do so, W.L. Gore turned to PFSWeb, which helped it develop that presence using the Demandware e-commerce platform. L: 2:39

**case**

W. L. Gore & Associates, Inc. is a privately held American manufacturing company headquartered in Newark, Delaware. The company specializes in products derived from fluoropolymers, which are highly resistant to acids, bases, and chemicals. Best known as the developer of waterproof, breathable Gore-Tex fabrics, the company was founded in 1958 and has grown from the basement of founder Bill Gore into a multinational corporation with over \$3 billion in revenue and over 10,000 employees. Although the company continues to manufacture electronics, industrial products, and medical products, many runners, cyclists, and lovers of the outdoors associate W.L. Gore with its fabrics division.

continued

This is because of the remarkable qualities of Gore-Tex. Gore-Tex is a waterproof, windproof, lightweight fabric used in a wide variety of outdoor apparel manufactured by W.L. Gore. Gore-Tex is a mainstay for runners and cyclists looking for an extra edge in battling the elements, and the company's Bike Wear and Running Wear brands are well known to enthusiasts of the outdoors. Until recently, however, the company sold Gore-Tex products on a B2B wholesale basis, requiring fans of the brand to buy W.L. Gore products from intermediary retailers. In 2012, the company decided to pursue selling directly to consumers and began to plan the development of an online B2C e-commerce platform. W.L. Gore had some experience with maintaining an online presence, but not with building and maintaining a B2C e-commerce site and managing the different set of challenges that go along with it.

For these reasons, W.L. Gore chose to partner with PFSWeb, an international provider of e-commerce solutions. PFSWeb, based in Allen, Texas, was well versed in both B2B and B2C e-commerce solutions and provides these services for many prominent sites and brands, including L'Oréal, Diageo, and the United States Mint. In the summer of 2012, W.L. Gore launched its U.S. B2C e-commerce site, and several months later U.K., German, and a pan-European version of the site.

### video case questions

1. Describe W.L. Gore's decision in terms of in-house versus outsourcing. Which alternative for building and hosting the site did it choose? Use Figure 4.7 in the text as a reference.
2. What services did PFSWeb provide to W.L. Gore?
3. What made PFSWeb an attractive partner for W.L. Gore?
4. How long did the initial implementation and launch of the U.S. site take? Why do you think the European sites took less time to implement?
5. Why do you think W.L. Gore chose to launch its European sites several months after its U.S. site?
6. How might W.L. Gore use the newfound customer data it now gathers from online purchases?