

# PORTFOLIO

Selected Case Studies

TURN ON WHAT'S **NEXT**®




# SUMMARY



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Massive Capacity Increase





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Soaring eCommerce Sales





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Double Revenue Growth





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Mobile Acceleration

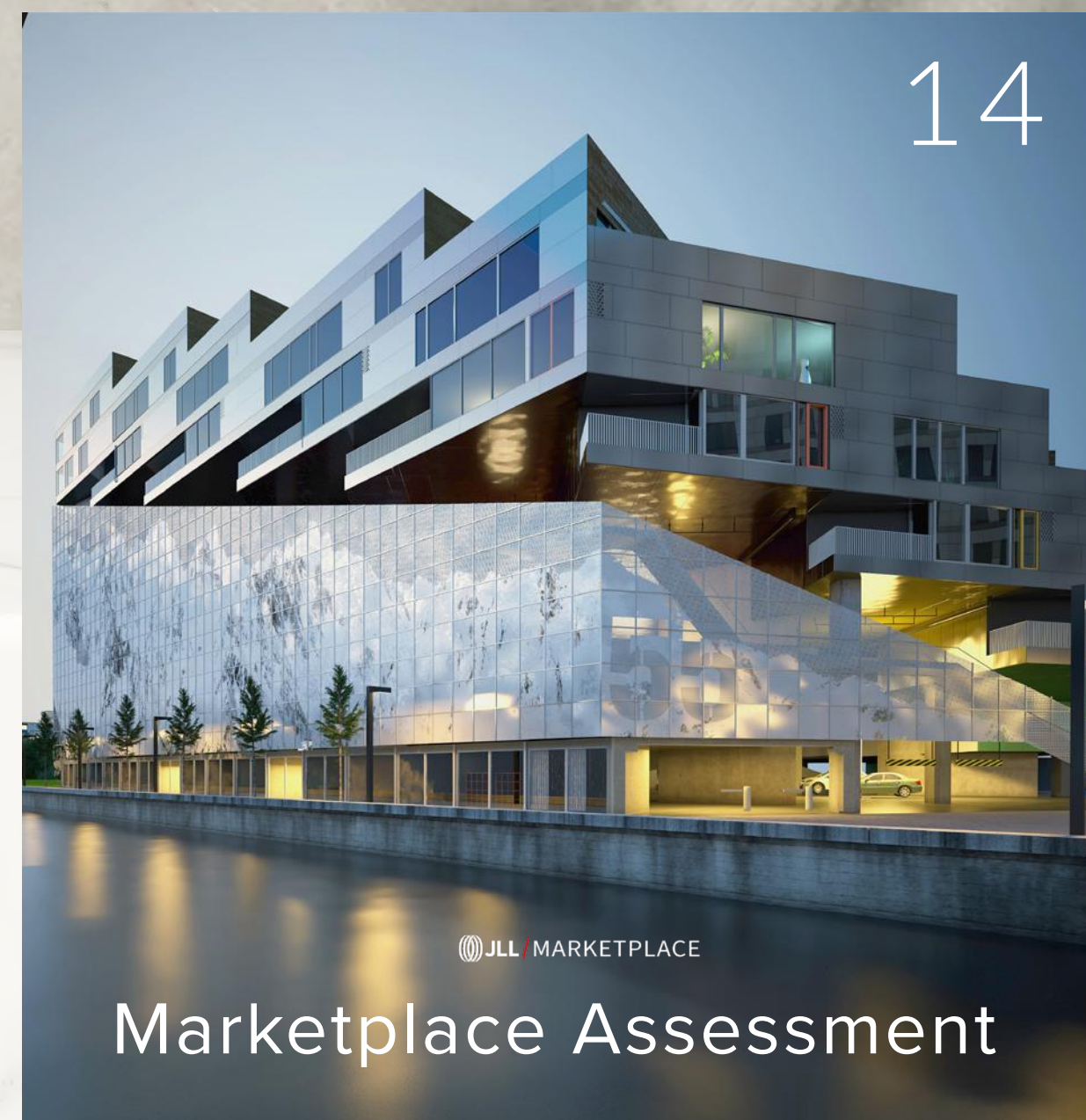




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Email Marketing

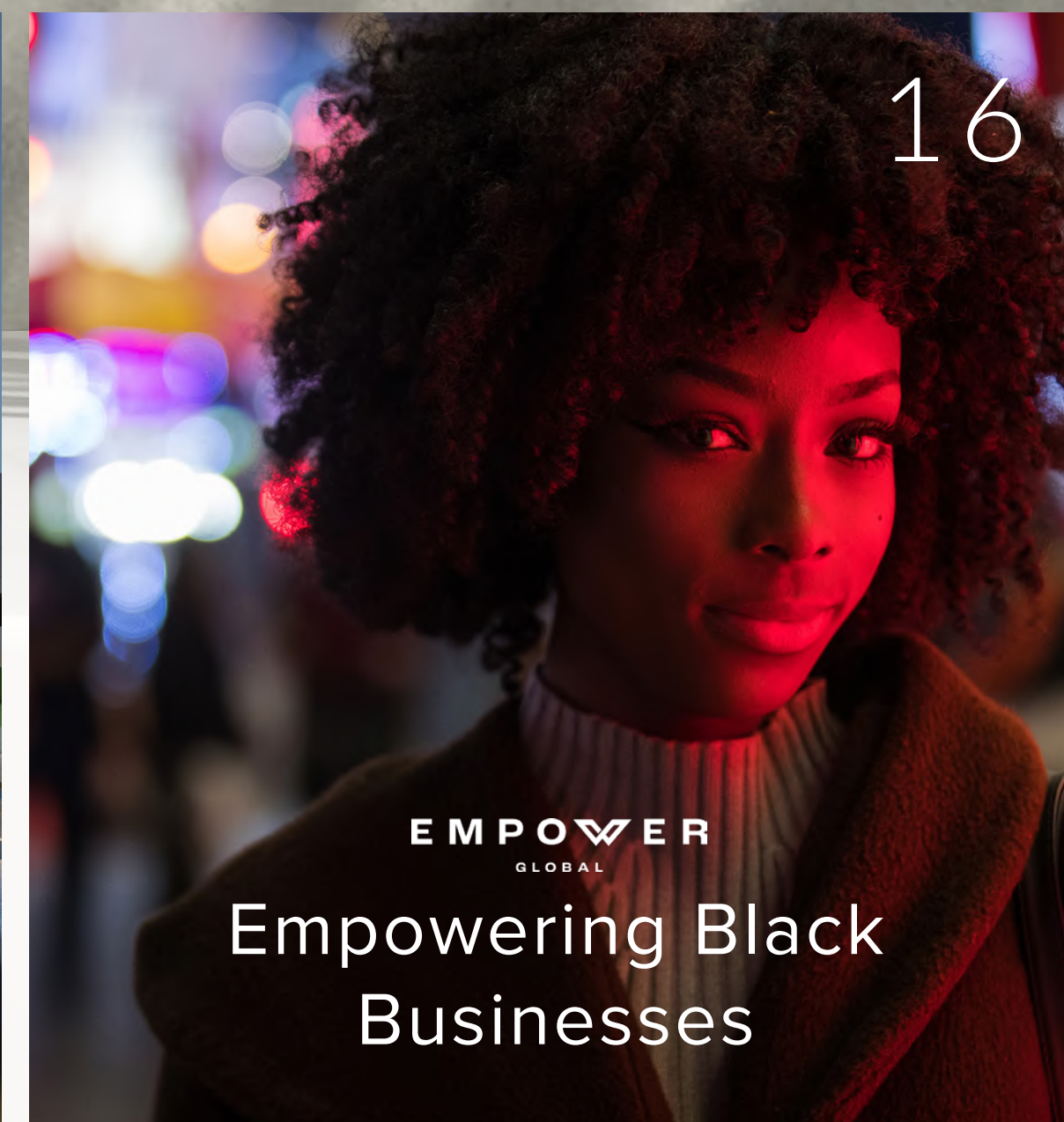




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Marketplace Assessment

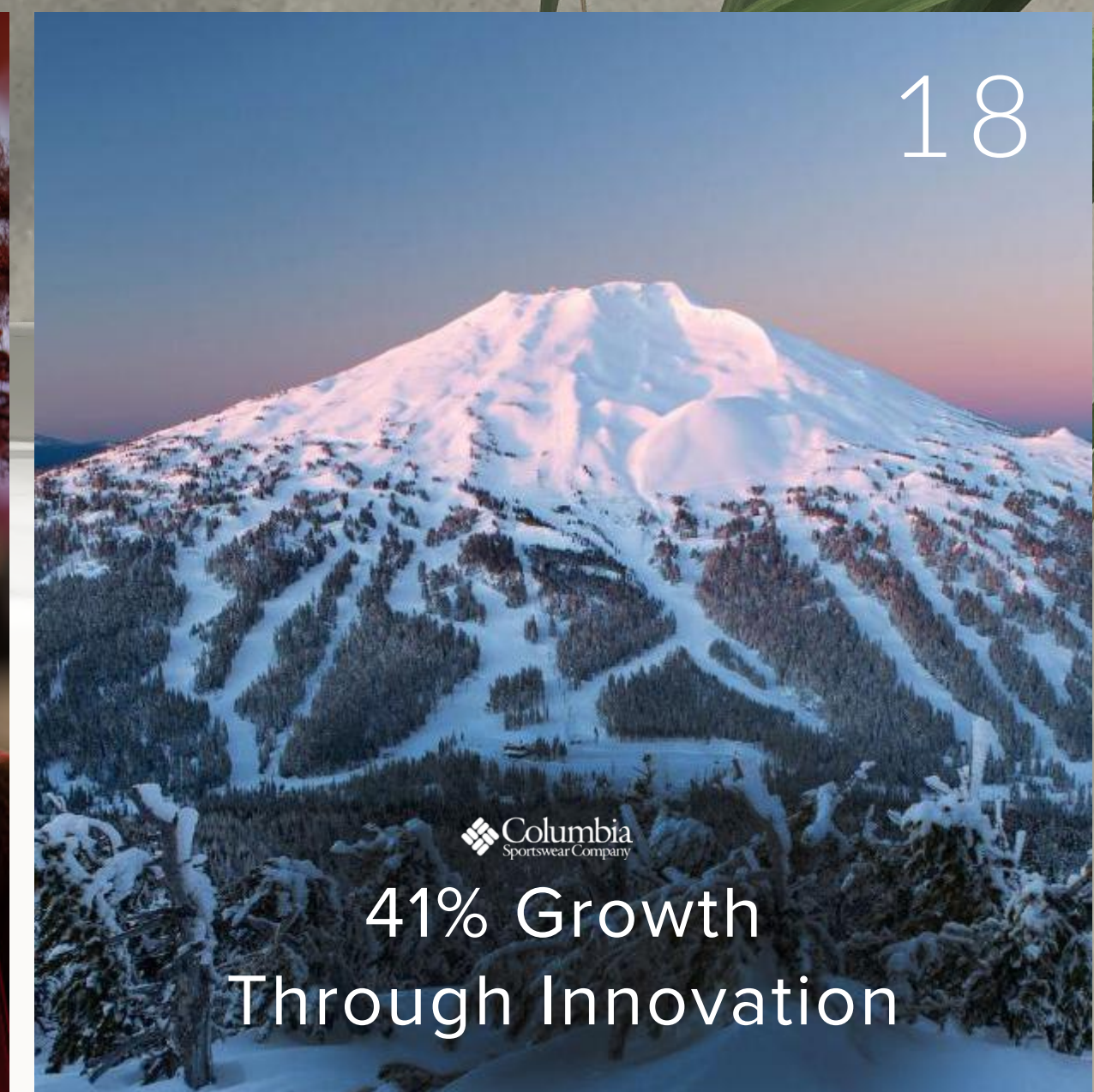
 JLL MARKETPLACE



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Empowering Black Businesses





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41% Growth Through Innovation







# Introduction

TechSparq wants you to be the envy of your competitors and the obsession of your customers. All accomplished while eliminating complexity and increasing profitability.

Experts and industry leaders all have the same feeling. The feeling that change is underway. The era of flat, one-dimensional, and simple eCommerce is over. This isn't a reason for alarm; your past learnings are still relevant.

TechSparq was founded in 2007 after CEO,

Dedrick Boyd, spent 7 years working in the Big 4. He then identified and cultivated our team from a number of entrepreneurs to build community and drive revenue for our clients.

We bring emotion into the digital world in a way that makes people feel connected. Our no-wasted-motion policy means more efficiency and higher profits. The result is elevated desire, engagement, and sales for our clients.

We break the barriers between digital and

real-world experiences. We create truly immersive online experiences that make you the premier brand.

Human emotion, connection, and collaboration are the underlying principles of this new era of digital experiences. TechSparq understands this future and delivers flawlessly, elevating you as a leader in this new future.

This portfolio contains a curated sample of our work to present our eCommerce and software development capabilities.



# 01.



## Massive eCommerce Capacity Increase

Our implementation strategies and technical capabilities helped to scale Nike's eCommerce server capacity from 100-200 requests per second to 1200/second, drastically reducing operational costs by 40-70%.

The solution is comprised of a set of cloud AWS microservices. The total solution consisted of over 7 clusters during low traffic. The system is event-based (CQRS), highly available, fault-tolerant, and eventually consistent to meet business demands.









## Soaring eCommerce Sales

Our enterprise integration and technological expertise contributed to blockbuster sales increases for Columbia Sportswear Company. They were able to realize eCommerce net sales growth of 4% - representing 23% of total net sales.

Our team planned out and guided a massive data migration. This aided the launch of 21 eCommerce sites, worldwide. The result is a unified eCommerce platform with sophisticated enterprise integrations. The integrations are cloud based, resilient, and have a near 100% up time.



commerce cloud

02.









# 03.

## Double eCommerce Revenue Growth

Our migration strategies and technological expertise have contributed to reducing inefficiencies and doubling B2B eCommerce revenue for our client, Nike, who experienced growth from \$7 Billion to \$16 Billion.

Our strategies allowed this retailer to migrate over 100 application servers and databases to the cloud in record time. The underlying process drove higher quality outcomes by utilizing industry best practices in CI/CD. Our technologists aided in accelerating deployment timelines several times over.











## | Mobile Acceleration

Our technology strategist and development teams corrected over 300 inherited bugs, accelerated the mobile application deployment timeline, and recovered over \$1.5 Million in lost development time for Nike's NTC (Nike Training Club) eCommerce project.

Our teams introduced and implemented automated testing and advanced Agile metrics. This allowed us to drive quality, showcase increased team capacity, and improve information sharing.

| 04.









# Email eCommerce Marketing Replacement



05.



TechSparq identified the critical functional and technical specifications for Columbia Sportswear Company to replace their brand's email service provider. Assisting in everything from vetting vendor candidates to providing expertise in scope and scale, our consultants architected and led the effort to migrate all 21 eCommerce sites.

With integration design in mind, we derived a plan to achieve a "switch-over" process. Utilizing legacy customer integrations over the newer event-driven implementation, we provided a unified process with nearly-100% up time. Despite it being the client's largest implementation attempt on an accelerated timeline, TechSparq delivered on-schedule with full functionality.









## eCommerce Marketplace Assessment

TechSparq recently completed a marketplace assessment & gap-analysis initiative at Jones Lang LaSalle (JLL). The team completed several deep-dive stakeholder & employee interviews to better understand the marketplace mission, as well as the vision, goals, decision-making processes, and positioning from the critical, internal landscape. It was imperative to achieve the financial business goals through faster onboarding, productivity gains, cross- or upselling, and proactive customer management.

The final deliverable provided two options for the client to consider, each with relevant pros, cons, advantages, and risk. TechSparq's efforts resulted in identifying an overall business innovation blueprint, as well as immediate actions to drive revenue, GMV, AOV, RPV, and productivity. Of crucial importance to the client was a definition of the various initiatives per option, the time frame, type of resources, phased approach and how it impacted the executive strategic plan. A vital differentiator TechSparq brings to the table goes beyond traditional metrics – our team uncovered a number of internal actions to accelerate and foster a culture of purpose and creative innovation in perpetuity.









## Empowering Black Businesses

TechSparq partnered with Empower Global to create a transformative, first-of-its-kind digital marketplace celebrating Black-owned brands. This innovative platform was designed to amplify cultural representation, empower entrepreneurs, and revolutionize the shopping experience.

Powered by a robust Salesforce multi-cloud implementation—including Commerce, Marketing, Service, and Loyalty—Empower Global delivers a seamless and personalized omnichannel experience for consumers. Its headless architecture ensures scalability, flexibility, and enterprise-grade security, providing a fast, reliable, and engaging shopping journey.

TechSparq led the architecture, design, and development of this multi-cloud marketplace while overcoming challenges such as sourcing and training a new eCommerce team for the client. Success was driven by collaboration, agility, and the expertise of a global team specializing in eCommerce, process optimization, and DevOps.

The result is a scalable, global platform that fosters community, elevates brand stories, and sets a new standard for inclusive eCommerce. Empower Global is more than a marketplace—it's a movement shaping culture and celebrating excellence.

The biggest reward for TechSparq was delivering a scalable global marketplace that will shape the culture, inspire greatness, and celebrate excellence.



commerce cloud











## 41% Growth Through Innovation

Columbia Sportswear Company faced the daunting challenge of evaluating and selecting a new order management system (OMS) to support its multiple brand shopping experiences. The scope of the project included data migration of online catalogs, order data, campaign information, promotions configuration, coupon definitions, and customer data. The Order Dynamics OMS implementation required the design and delivery of an entirely new, event-driven cloud-based integration between the eCommerce platform and backend systems used to support marketing campaigns, customer loyalty programs and business intelligence.

TechSparq played a vital role in all phases of the implementation, working tirelessly to design, implement, and deliver a frictionless customer journey that exceeded expectations. Despite the challenges posed by COVID-19, the new eCommerce sites launched with great success. The results were astounding, with eCommerce net sales growth of 41 percent, representing 23 percent of total net sales.

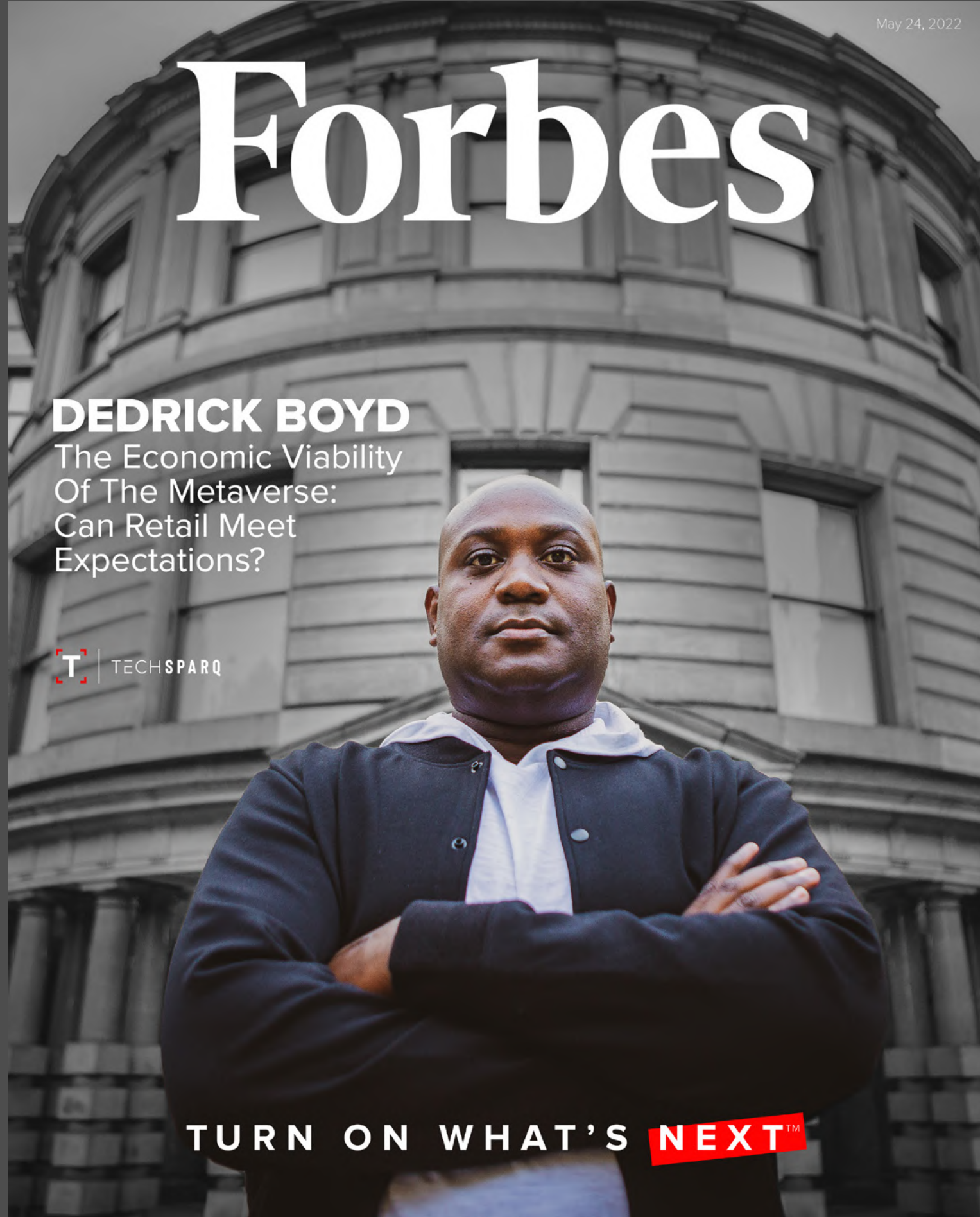
By providing customers with a better shopping experience and the ability to shop anytime, anywhere, Columbia Sportswear was able to achieve incredible results.













# About

## TECHSPARQ

We help the world's most innovative and leading brands Turn On What's Next<sup>®</sup> in eCommerce, technology, and engineering. Our no-wasted-motion methodology means more efficiency and higher profits for our clients. Since our founding in 2007, we've continued to deliver software solutions, process improvement, and cost savings to the Fortune 500.

For more information: [www.techsparq.com](http://www.techsparq.com)

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TOURNÉ VERS LA SUITE  
ВКЛЮЧИ ЧТО СЛЕДУЮЩЕЕ  
TURN ON WHAT'S NEXT



## DEDRICK BOYD

For over 24 years, Dedrick Boyd has been at the center of eCommerce. From marketplaces, to procurement, to B2B eCommerce, to B2C eCommerce, Dedrick has helped drive costs down while increasing profit.

TechSparq was founded after 7 years of working in the Big 4. Dedrick became extremely frustrated at the level of inefficiencies and lack of flexibility to adapt quickly to changes in the online space. This feeling has been the driving force for TechSparq. To create a high-touch personalized experience for our clients all while staying ahead of the competition.

With his no-wasted-motion philosophy, Dedrick brings a true focus on solutions that elevate the customer experience, without over indexing on tech, to increase your market influence, market standing, and bottom line.

Dedrick has helped to modernize software, implement strategy, and drive customer loyalty for industry leaders like Nike, Columbia Sportswear, Abercrombie & Fitch, Home Depot, Walt Disney Company, Target, Mattel, Unilever, and more.



TURN ON WHAT'S **NEXT**®

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