

# Case study: Henry's Camera 80% Annual Growth from Omni-Channel Offering

Since its inception in 1909, Henry's has evolved into Canada's preeminent independent photography retailer. With over 30 stores across Canada, Henry's has come to the forefront in the Canadian retail space with its best-in-class Omni-Channel shopping experience following the re-launch of its flagship website in 2010 with OrderDynamics.

With OrderDynamics, Henry's was able to:

- Achieve a single view of the customer.
- Leverage in-store inventory.
- Provide customers with convenient Omni-Channel fulfillment options.



### The challenge

This 100-year-old Canadian retailer wanted to maintain a best-of-breed eCommerce experience for its customer base. However, it was having difficulty managing multiple brands and sites through a single platform, providing its customers with convenient multi-channel fulfillment options, and leveraging retail store inventory.

### The solution

In 2010, it selected OrderDynamics' solutions to re-launch its flagship website. Since re-platforming, Henry's has innovated its eCommerce infrastructure to provide a best-in-class omni-channel shopping experience, while unifying pricing, promotions, and messaging. This has enabled its customers to shop in-store at 33 retail stores or online at Henry's 3 B2C websites and an easy-to-use mobile commerce site (mHenrys.com).

### The results

Overall, OrderDynamics solutions have generated 70% year-over-year annual growth with a 30% increase in revenue. Website visitors can buy online by seeing real-time store inventory listings and return merchandise anywhere, with a single view of their customer profile. In addition, the Reserve Online, Pickup In-Store feature, which enables customers to leverage both online research and in-store staff expertise, has helped the company utilize in-store inventory more efficiently, and boost store traffic.



*With OrderDynamics we are offering a true omni-channel experience that provides our customers with a variety of convenient ways to shop, and helps streamline our fulfillment and business operations.*

Ian Landy, President and CEO,  
Henry's



### Learn more

To learn more about how OrderDynamics has helped other clients, connect with us at [orderdynamics.com](https://orderdynamics.com) or [info@orderdynamics.com](mailto:info@orderdynamics.com)