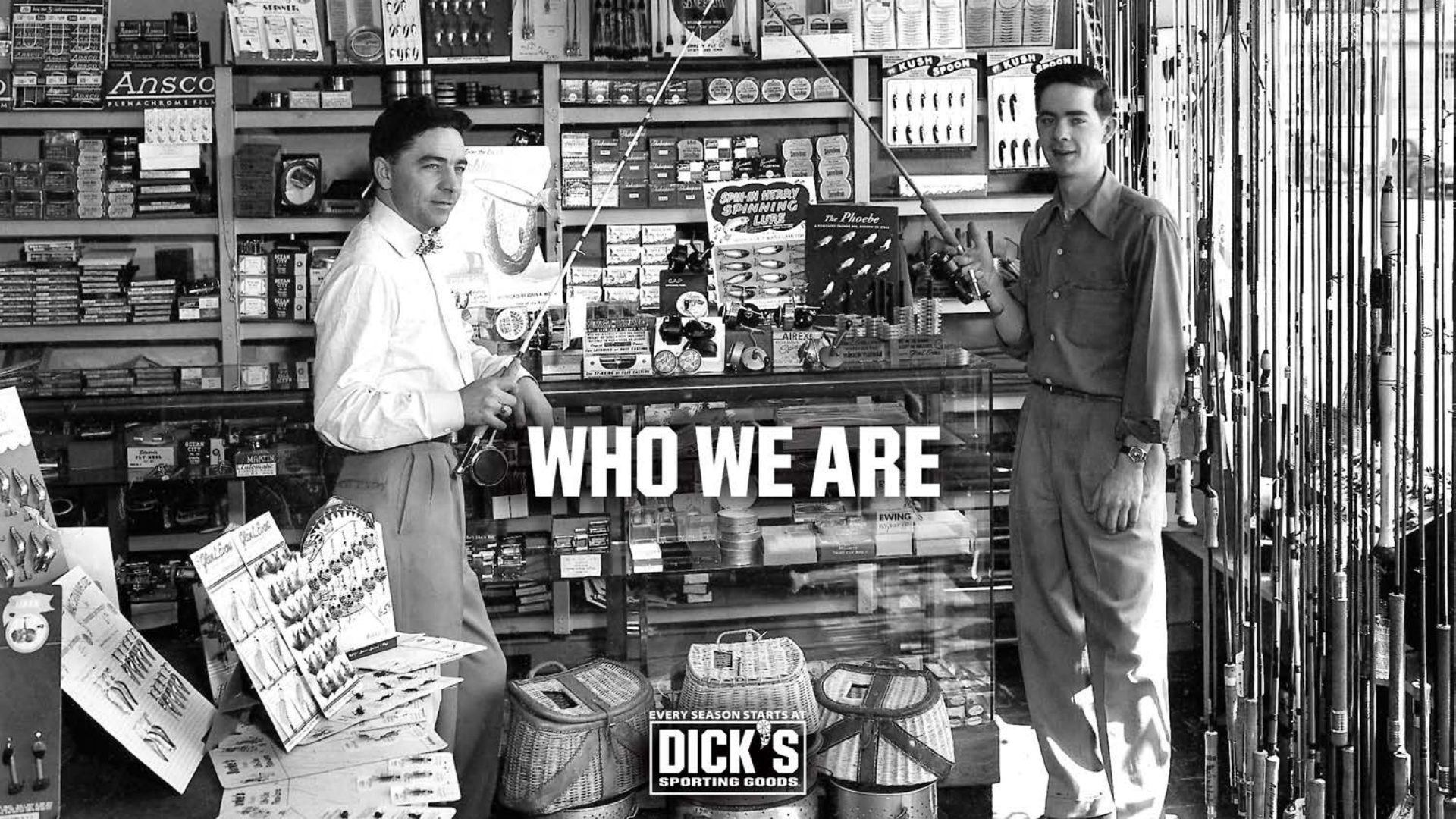


# DIGITAL TRANSFORMATION JOURNEY



DAVE LAMMERS  
VP - STORE TECH





WHO WE ARE

EVERY SEASON STARTS AT  
**DICK'S**  
SPORTING GOODS

# RETAIL HAS CHANGED



Traditional Brick and Mortar retailer who transitioned to an Omni-channel retailer over the course of the last decade

# ATHLETE ECOSYSTEM

The diagram illustrates the 'ATHLETE ECOSYSTEM' centered around the 'HOME' (represented by a house icon). The ecosystem is composed of various activities and locations connected by dashed green arrows, indicating interactions and movement between them.

**Central Node: HOME**

- Activities: Gaming, Family Activities, Rest / Recovery, Nutrition, Spending time on device.

**Surrounding Nodes and Activities:**

- FAN** (Stadium icon): GO! sign, Tailgate, Spending time on device.
- SCHOOL** (Schoolhouse icon): Nutrition, Training, Team Practice, Trainer, Class, Spending time on device.
- STORE** (Dick's Sporting Goods icon): Gear, Info / Advice, Services, Spending time on device.
- Travel to tournaments** (Globe icon): Spending time on device.
- Fields / Courts** (Field icon).
- Carpools** (Car icon).
- Bus Rides** (Bus icon).
- Coaching** (Coach icon).
- Training / Game Locations** (Field icon): Trainer, Spending time on device.

The diagram shows a complex network of interactions, with the athlete's home serving as the central hub connecting to various aspects of their life, including fan activities, school, training, and travel.

# WE HAD TO CHANGE

- ✓ Overly complex technology landscape
- ✓ Stagnant investments
- ✓ Overlaps and redundancies
- ✓ Priority and performance disconnects
- ✓ Constrained flexibility and differentiation

# HOW HAVE WE CHANGED?

- ✓ Shifted our approach from “projects” to “products”
- ✓ Moved from multiple proprietary technology stacks
- ✓ Relentless focus on economic outcomes
- ✓ Fast feedback loops
- ✓ Automate everything

# HOW THIS HELPS



**Happy  
Humans**



**Meaningful  
Technology**



**Economic  
Value**

# METRICS OF SUCCESS

**350** bps

CSAT score increase

**31**

Product Teams

**MODERN**

Engineering  
Practices

**65%**

Faster Load Times

**6 wks**

Initial MVP

**70%**

Test Code  
Coverage

**0 HRS**

Planning Security  
Patches

**120 to 6**

Dev to Op Ratio



# A PLAYBOOK FOR SUCCESS

- ✓ Every organizations journey is different
- ✓ Find the “influencers” in your organization
- ✓ Invest in the platform
- ✓ Failure is part of the process

# COMMON PURPOSE

WE CREATE CONFIDENCE AND EXCITEMENT  
BY PERSONALLY EQUIPPING ALL ATHLETES  
TO ACHIEVE THEIR DREAMS



**SPORTS MATTER**  
HELPING TO SAVE YOUTH SPORTS