EST. 1853

# KING RANCH
## — SADDLE SHOP —

V.01.0.7

See why America's most iconic ranch chose Solver to unify their retail and eCommerce with Shopify and Shopify POS for a true omnichannel experience.

**Solver Collective**
solvercollective.com
+1 503-713-6456

solver

# King Ranch Saddle Shop

King Ranch Saddle Shop is the retail arm of the American legend — King Ranch.

Founded in 1853 by Captain Richard King, the ranch spans over 825,000 acres in South Texas and stands as one of the most storied operations in U.S. history. You've seen the iconic "Running W" — stamped on saddles, stitched into apparel, and emblazoned on the side of Ford King Ranch Edition trucks.

King Ranch isn't just a name — it's a symbol of rugged, refined Americana. From quarter horses, premium leather goods, and western wear to steak houses, hunting lodges, private label foods, and even John Deere Ag & Turf equipment, the brand holds unmatched equity across industries. It's not just a ranch. It's a lifestyle — crafted, trusted, and lived for generations.

## THE CHALLENGE

**1** There was an internal goal to make the check-out process more efficient for customers, allowing gift cards and discounts to be used in retail and online.

**2** King Ranch is known for its personalized leather goods, so customers needed a way to preview monogramming online.

**3** Retail staff often faced friction, especially when trying to access customer details and marketing preferences.

**4** Customer communications through Salesforce Marketing Cloud were challenging, with issues in data flow and attribution.

### TECH STACK CHALLENGE

**Outdated ERP Module**
The existing NetSuite ERP web module was outdated, with a constrained upgrade path that blocked scalability.

**Retail POS Limitations**
The third-party POS system offered limited functionality and a slow release cycle for meaningful updates.

**Disconnected Marketing Cloud**
Salesforce Marketing Cloud did not integrate cleanly with NetSuite ERP, creating misalignment in customer data and attribution.

**Analytics Misalignment**
With Google Universal Analytics sunsetting and GA4 taking over, eCommerce data from NetSuite ERP failed to match Google's reporting — leaving no single source of truth for analytics.

| 200,000+ | 8 | 10,000+ |
|---|---|---|
| SKUS MIGRATED | RETAIL POS STORES | ORDERS IN FIRST 2 MONTHS |

# Brand Overhaul & Digital Facelift

In 2017, King Ranch partnered with longtime creative collaborator Joel Brinson to elevate their mail order catalog and digital presence. Joel set the creative vision — developing a refined aesthetic and visual language for one of America's most iconic heritage brands.

To bring that vision to life online, Solver Collective led the technology strategy and execution. Together, we extended the new brand direction across digital channels with redesigned website pages, custom email templates, and supporting media assets that unified the catalog, web, and customer communications.



## FROM CATALOGS TO HANGTAGS AND EVERYWHERE IN BETWEEN

Year after year, season after season, we help stake holders tell stories, define campaigns, and distribute brand messaging at scale.

*King Ranch has something really special. When we came on board, we all knew there was a lot of potential to push this brand forward and continue to share the legacy that is American Ranching. It was there in the scorching heat of the Santa Gertrudis desert that we found our brand vision - and it was authenticity. From that day on, we put in the work day in and day out to tell that story and share it with the world.*



Creative Director / Strategist

**JOEL BRINSON**







NEW STYLES FOR RANCH AND FIELD

**KRSADDLESHOP.COM**

SHOP NOW

# Omnichannel with Shopify

Enterprise change takes time. For years, Solver advocated migrating King Ranch from NetSuite SuiteCommerce Advanced to Shopify Plus. The expertise was in place, but shifting management, budget hurdles, and natural caution around such a large transition slowed approval.

When the green light finally came, we set out to build a world-class Shopify omnichannel ecosystem. Over the next several months, our team audited the tech stack, retired legacy vendors, and implemented scalable solutions. We re-mapped NetSuite ERP with In8Sync, transitioned from Salesforce Marketing Cloud to Klaviyo, and thanks to Shopify we laid the foundation for a unified experience across Mail Order Catalog, Customer Service Phone Orders, Retail Stores and eCommerce.

Throughout the process, we worked alongside an evolving internal team at King Ranch, guided by a clear directive that anchored every decision: "It has to be world-class."
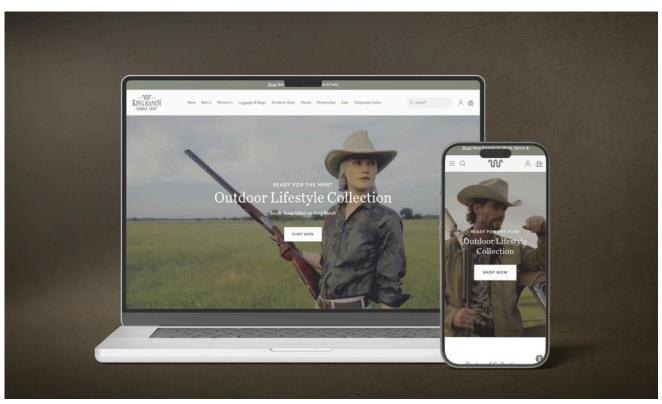
And that is exactly what we delivered.
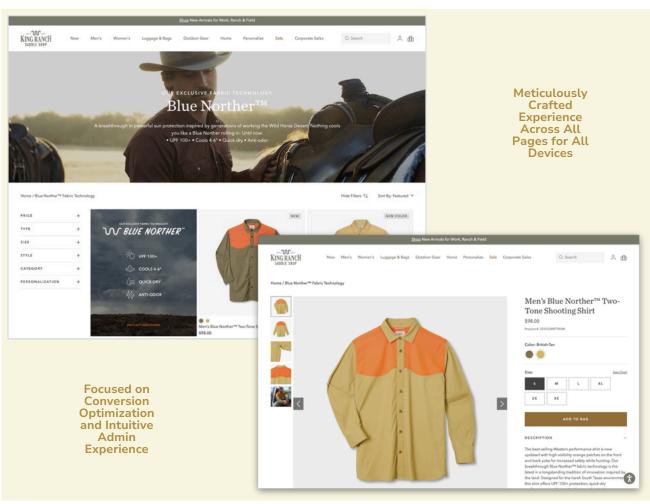
Technical Director
**BRIAN GONZALES**

*Day in and day our for the next several months, we had strategy sessions, obsessed over product attributes like color, size and leather grains. We chisled away at over 200,000 SKUs, built meaningful collections, told fantastic stories, photographed thousands of products, dribbled over Netsuite ERP nuances, dealt with legacy Gift Card balances, listened to the pain points from retail staff, and held numerous virtual trainings for various staff members - and solved problems.*

**Meticulously Crafted Experience Across All Pages for All Devices**

**Focused on Conversion Optimization and Intuitive Admin Experience**
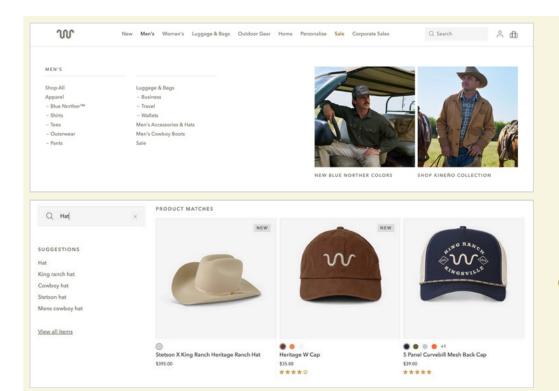
# Custom Theme & Admin Features

- Product Phase Out Attribution to improve Sale Logic

- Product Personalization with Customer Web Interface and Instant Preview with Easy To Manage Store Admin UX

- Reusable Size Guide by Vendor Collection to Reduce Data Bloat & Improve Admin UX

- Product Category Mapping from Netsuite to Shopify to Automate Collections during Synchronization

- Isolate Sale Variant SKUs from Parent Item to Keep Majority of Product at MSRP

- Hide Specific Collections & Products from Search and Robots

- Physical & Digital Gift Cards with Option for Gift Recipient
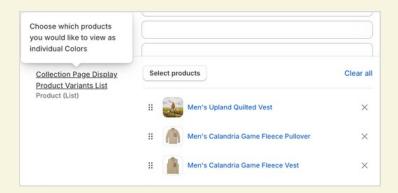
- Curated Product Recommendations for Improved Cross-sell

- Custom Product Swatches to Show High Quality Fabric and Leather Images

- Product Variant Deep Linking with Product Media Grouping and General Lifestyle Images

- Improved Product Page Storytelling with Attachable Editorial Content Metaobjects

- Create & Display Marketing Banners on Collection Pages in a Specific Grid Sequence

- Ability to Showcase Each Product Variant for Specific Products on Collection Pages

- Klaviyo Integrated Catalog Request Form for Customer Segmentation & Delivery

- Curated Main Menu and Mega Menu Admin UX for Easy Administration

- Improved Site Search with Curated and Automated Marketing Suggestions

- Retail Store Metaobjects as Landing Pages with Dynamic Hours of Operation

- Curated and Automated Sitemap for Humans and SEO Spider Bots

- Multi Topic Magazine Style Blog with Customizable Editorial Content

- Corporate Gifting with Google Sheet Synchronization for Internal Pipeline

- Collaborative Pipeline for Content and Code Feature Updates using GIT Branches
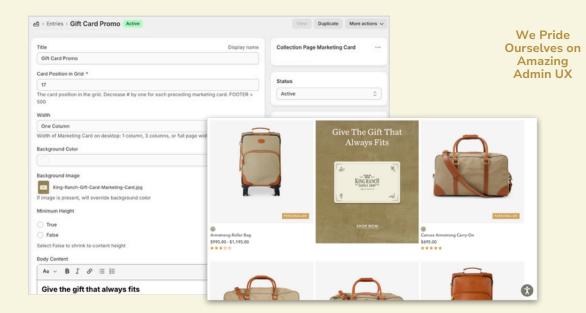
- SEO Modular Content Metaobjects
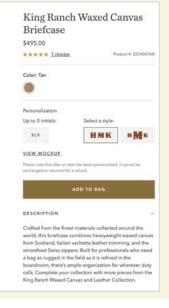


**Mega Menu Made Easy**

**Optimized & Curated Search**

Choose which products you would like to view as individual Colors

Collection Page Display
Product Variants List
Product (List)

Select products                                    Clear all

Men's Upland Quilted Vest                          ×

Men's Calandria Game Fleece Pullover               ×

Men's Calandria Game Fleece Vest                   ×

**Custom Admin Tools Using Shopify Metafields & Metaobjects**



⊡ › Entries › Gift Card Promo  `Active`          View    Duplicate    More actions ˅

Title                              Display name        Collection Page Marketing Card    ...

Gift Card Promo

Card Position in Grid *                                Status

17                                                     Active

The card position in the grid. Decrease # by one for each preceding marketing card. FOOTER = 500

Width

One Column

Width of Marketing Card on desktop: 1 column, 3 columns, or full page width

Background Color

Background Image

King-Ranch-Gift-Card-Marketing-Card.jpg

If image is present, will override background color

Minimum Height

○ True

○ False

Select False to shrink to content height

Body Content

Aa ˅   B  I  𝒫  ☰  ☷

**Give the gift that always fits**

**We Pride Ourselves on Amazing Admin UX**

Give The Gift That Always Fits

SHOP NOW

Armstrong Roller Bag
$995.00 - $1,195.00
★★★☆☆

Canvas Armstrong Carry-On
$695.00
★★★★★



King Ranch Waxed Canvas Briefcase
$495.00
★★★★★ 1 review        Product #: 225406TAN

Color: Tan

Personalization
Up to 3 initials:              Select a style:

SLV            HMK    HMK

VIEW MOCKUP

Please note that after an item has been personalized, it cannot be exchanged or returned for a refund.

ADD TO BAG

DESCRIPTION                                    —

Crafted from the finest materials collected around the world, this briefcase combines heavyweight waxed canvas from Scotland, Italian vachetta leather trimming, and the smoothest Swiss zippers. Built for professionals who need a bag as rugged in the field as it is refined in the boardroom, there's ample organization for wherever duty calls. Complete your collection with more pieces from the King Ranch Waxed Canvas and Leather Collection.

For personalization mockup only

**Customers Get an Instant Monogram Preview**

# Retail POS Unified By Design

One of Shopify's greatest strengths is its intuitive POS system. Core data like products, inventory, customers, and orders flows directly into an easy-to-use iOS app — making in-store setup fast and seamless.

But for a heritage brand like King Ranch, with custom product options like engraving and monogramming, Shopify POS needed thoughtful adaptation. Solver identified and implemented the right apps to support these complex workflows.

We also led the human side of the rollout: creating staff accounts, managing roles, training retail managers with live demos and on-demand videos, and building scalable onboarding processes. Shopify POS was then deployed across eight retail locations in Texas and Oklahoma.

The result? A fully unified retail system where store teams and the eCommerce team shared a single source of truth — streamlining operations and setting King Ranch up for long-term growth.



**HARDWARE**
Shopify POS

**LOCATIONS**
Fort Worth
College Station
Historic Kingsville
Frisco
Austin
Oklahoma City
Tradeshow Popup



**Shopify POS Hardware**

**SERVICE**
Hardware Consulting
Setup / Configuration
Extended POS Functionality
Training / Video Training Library
Deployment

**ROSE MORALES**

SOUTH TEXAS OPERATIONS MANAGER

King Ranch Saddle Shop



Thank you for all you have done. We are so lucky to have crossed paths and continued to work together in improving our marketing universe. I Looking forward to even more improved customer service.

**AMY STUMPF**

DIRECTOR OF PLANNING AND ANALYSIS

King Ranch Saddle Shop



Thank you for the below and everything along our Shopify journey! I especially want to thank you for your patience in explaining (and re-explaining) the technical logic you and your team built into the Shopify platform.
I appreciate that I could always go to you with a question, and you would greet with an honest and can-do response.

**AMY STUMPF**

DISTRICT MANAGER

King Ranch Saddle Shop



Having worked here 8.5 years and having been on the front lines of brick and mortar in every single location except Frisco and OKC, from the perspective of dealing with customers day in and day out and touching our POS every day all day, I can't express how happy I am to experience Shopify.

# THE SOLVE

**1** Leveraging Shopify, King Ranch now has a unified commerce for both retail and online with the most powerful checkout in the world. This reduction in friction makes Customers and Retail Staff happy and encourages repeat sales.

**2** Our custom Monogram Mockup App helps thousands of online customers everyday. King Ranch Store Admins can now fine tune the experience for each unique product leveraging Shopify Metafields.

**3** With Shopify POS, retail staff can now gain visibility on their Product Details and Inventory, Customer Profiles and Order History, sell and redeem physical and digital Gift Cards and more without friction.

**4** Email communications are now easier than ever to segment, build robust automations, capture Customer Event Data that is all unified by Shopify and elevated by beautiful creative and global modular templates.

**PLATFORM**

Netsuite ERP + Shopify

**MIGRATION**

Netsuite SCA → Shopify
Salesforce Marketing Cloud → Klaviyo

**TECHNOLOGY**

Shopify Plus
Shopify POS
In8Sync
Loop Returns
Klaviyo
Tevano
Asana
GitHub
Figma
Google Tag Manager

**SERVICES**

Discovery
Data Migration
ERP Integration
Shopify Theme - Design / Development
Shopify Staff Training Videos
Retail POS - Setup / Training / Extend
Art Direction / Design
Print Collateral
Content Strategy
Email Marketing

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# Marketing with a focus on the Internet & Retail since 2006

Forged in a partnership of great respect, Solver Collective combines the many talents of our team to help highly visible consumer facing companies and brands with their online and offline business since 2006.

As Artists, we want to evolve our craft with technology, share our knowledge with others, integrate our craft into meaningful projects that bring delight to both ourselves and our partners in exchange for fair compensation. We specialize in the Shopify ecosystem for e-commrece and retail POS and we want to help our clients leverage these technologies to get the most out of their digital and retail business.

**"There is no individual stronger than the collective. Together we are stronger than we are alone."**

## CLIENT SERVICES

### TECHNOLOGY

Your business relies on technology and sometimes you don't even know where to start. From POS retail hardware to Shopify+ E-Commerce. We got you covered.

EXPERIENCED

- ✓ We humanize data for you
- ✓ Simplify complex technology stacks
- ✓ Bridge online and offline
- ✓ Manage disparate systems
- ✓ Documentation + Training
- ✓ Research & Development

### MARKETING

Let us help you explore compelling ways to reach your audience, tell your story, and build an engaging experience backed by real world data prepared especially for you.

EXPERIENCED

- ✓ Brand Discovery
- ✓ Product Discovery
- ✓ Market Strategy
- ✓ Campaign Development
- ✓ Merchandising
- ✓ Multichannel Distribution

### CREATIVE

We are here to help produce your brand's creative content from start to finish utilizing our top tier talent and expertise that comes from 20+ years experience.

EXPERIENCED

- ✓ Art Direction
- ✓ Graphic Design / Collateral
- ✓ Copywriting
- ✓ Photography / Videography
- ✓ Product Packaging
- ✓ Motion Graphics

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## A DIGITAL AGENCY

"There is no individual stronger than the collective.
Together we are stronger than we are alone."

SCAN QR CODE FOR
DIGITAL CASE STUDY