

CASE STUDY - Under Armour

“At Under Armour, sustainability drives performance through innovation. Across our business practices, we strive for efficiency, accountability, and resiliency. We’re dedicated not only to making a better product, but also a better world—and to keep getting better ourselves. That dedication drives us forward and keeps us thinking beyond.”

-Under Armour Website

The Services Provided



ANALYSE

Knowing your data



SELECT

Software selection

The Challenge

When you grow fast, you need to be able to make the right decision first time. Under Armour (UA) expanded from a basement, to being one of the world’s largest apparel companies, in only a few years. They needed to start measuring their sustainability, so they could embed the right strategies to make them a truly sustainable business.

The Solution

UA wanted to centralise and manage all their sustainability data in one place. They wanted a single system that would manage suppliers, product quality testing, health and safety, and environmental data. By unifying their requirements into one clear list of needs, SustainIt enabled UA to choose and implement a software solution to match both their existing and future needs.

The Benefits

SustainIt’s independent advice and industry expertise found UA the right solution for them. Looking beyond the obvious candidates, we incorporated smaller and more innovative options into their current software solutions. This bespoke approach reduced costs and got UA better results.