

# TYR Sport Protects Premium Reputation with Automated MAP Monitoring, Pricing Intelligence



As a leading manufacturer of competitive swim and triathlon gear, [TYR Sport](#) has been making waves in the athletic industry for well over 30 years.

With an extensive online presence and offerings in brick-and-mortar retailers throughout the globe, the TYR brand continues to expand tenfold. Today, TYR is the proud sponsor of USA Swimming and USA Water Polo, as well as multiple international swimming federations and triathlon races. With an all-star team of professional athletes including Olympic heavyweights Katie Ledecky, Simone Manuel and Ryan Lochte, TYR products are set to take center stage at the Summer Olympic Games in 2020.

To maintain its reputation for quality and continue providing consumers with premium products, TYR is focused on protecting its price position and distribution channels.

## THE CHALLENGES

Like with any premium brand, TYR's prices directly affect public perception and its standing in the industry. Therefore, TYR was faced with the challenge of maintaining desired prices across its distribution and reseller network.

Initially, TYR addressed this challenge by implementing minimum advertised prices throughout its assortment. MAP policies allowed TYR to enter agreements with its vendors to only advertise products at a certain price, thus protecting TYR's brand reputation and its profit margins. However, MAP policies alone introduced an additional set of complications.

As TYR grows, the brand is sold in more locations—online and in-store—than before, including Amazon and Google Shopping. TYR also continuously increases its assortment, which means more SKUs to monitor. As a celebrated performance swim and triathlon brand,

TYR also contends with unauthorized sellers and other distribution concerns, and wants to create fair, consistent MAP policies for its trusted partners.

The bottom line is TYR must have an accurate picture of its total MAP violations across both unauthorized and authorized sellers to maintain its standing as a premium performance brand.

## THE SOLUTIONS

Wiser offers a comprehensive MAP monitoring and case management solution ideal for TYR's challenges.

Specifically, TYR can't implement fair MAP policies, track violations, and enforce compliance without a clear understanding of MAP violations across its distribution and reseller network. To begin, TYR provides Wiser thousands of SKUs. Using our proprietary MAP monitoring platform, Wiser tracks each SKU for MAP violations from direct sites, Amazon, Google Shopping, and other marketplaces.

Then, TYR combines Wiser data with its customer relationship management software to continually track partner performance over time, including when MAP violations occurred, the difference in actual advertised price compared to MAP price, how many violations have occurred, and much more.

We can now see when violations occurred, how they occurred, and manage those relationships accordingly.

**Mary Sisson**  
Director of Operations

## THE RESULTS

With Wiser, TYR has a firm grasp on its MAP compliance and can enforce its pricing policies where needed.

On a weekly basis, TYR takes a snapshot of its total MAP violations and unauthorized sellers. Then, TYR can contact any non-compliant vendor. Wiser data identifies the sellers that are consistently in violation of MAP—which allows the company to limit distribution of key products to non-compliant sellers or take additional enforcement actions until compliance is restored.

As a result, TYR can:

- Maintain an elevated customer perception of the TYR brand
- Protect profit margins across its assortment
- Build momentum behind growth and innovation
- And more!

“Wiser adds structure to our MAP enforcement that gives us visibility over time into our distributor relationships,” explained Mary Sisson, Director of Operations for TYR Sport. “We can now see when violations occurred, how they occurred, and manage those relationships accordingly.”

The smallest advantage can be the difference between winning and losing, both in competitive swimming and retail. TYR Sport now has the MAP data it needs to separate itself from its competitors as a world-class swimwear company, able to act confidently in its pricing and MAP enforcement decisions.

