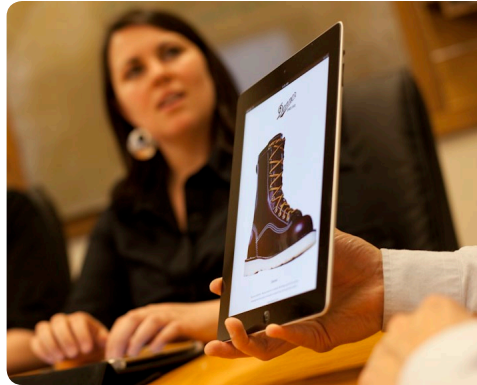




LaCrosse Footwear, Inc.



"iPad and apps have pervaded our company—it's a highly productive, holistic business platform."

Dave Carlson, Executive Vice President and CFO,
LaCrosse Footwear

Company Snapshot

High-end footwear for workers, outdoor enthusiasts, and the military

Founded in 1897

500 employees

Based in Portland, OR

www.lacrossefootwear.com

www.danner.com

Apps in use

[Box for iPhone and iPad](#)

[Documents To Go® – Office Suite](#)

[Numbers](#)

[Quickoffice® Pro HD](#)

[iBooks](#)

[ReadleDocs for iPad](#)

[wKiosk](#)

[Find My iPhone](#)

One step ahead with iPad

When field sales reps for LaCrosse Footwear walk into retail stores, they come prepared to show buyers all the details of their rugged, durable boots for work and outdoor activities. But employees at this 114-year-old company no longer spend time or resources on printing brochures or presentations. Instead, they use iPad to showcase their products and programs, and to present small catalogs customized for each buyer.

"The innovation around iPad transforms the way we work," says Dave Carlson, Executive Vice President and CFO at LaCrosse Footwear. "iPad and apps have pervaded our company—it's a highly productive, holistic business platform."

On sales calls, iPad goes far beyond print materials in demonstrating the company's handcrafted products. Each iPad is loaded with company videos and a full-line catalog, complete with photos of footwear taken from multiple angles. Wholesale buyers can quickly tap, swipe, and zoom their way through the high-resolution content for a sales-inspiring view of the entire product line.

"Instead of printing materials for each customer, we can use iPad to give a dynamic presentation," says Nicole Orr, Marketing manager. "And if an error wasn't caught in proofing, we aren't stuck with 500 copies that have to be thrown away."

For LaCrosse, the iPad sales experience is more than engaging—it also makes solid business sense. A single presentation on iPad recently resulted in 10 new shops deciding to carry LaCrosse products.

Apps with sole

But iPad isn't just for sales. Whether they're on the road or in the company's Portland, Oregon, headquarters, LaCrosse employees count on iPad and apps from the App Store to speed and simplify their work.

Creative teams use apps like Documents To Go® – Office Suite and Quickoffice® Pro HD to assemble electronic product catalogs and convert them into PDFs. Field reps calculate pricing, track customer inventory, and reorder products on the spot using the Numbers app on iPad. And when managers need access to important corporate information on the LaCrosse network, they can connect securely via iPad using the Jump Desktop app.

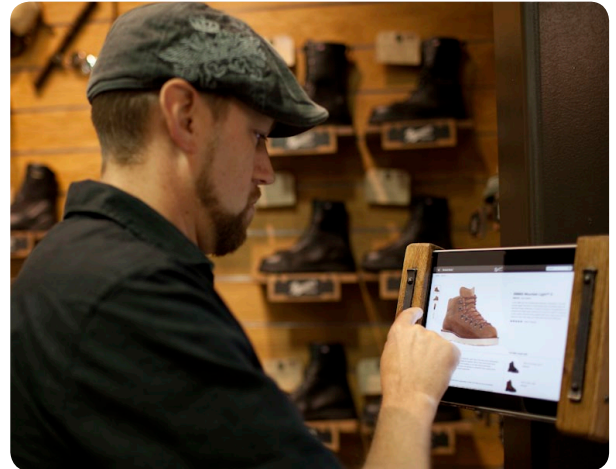
A stronger retail footprint

iPad also makes a distinct impression in their Danner Factory Store. Using the wKiosk app, the company has transformed iPad into a powerful education and marketing tool for its LaCrosse and Danner brands. With iPad in hand, sales associates can help customers browse the product catalog electronically if a certain style isn't available in the store. iPad makes it easy to pinch, zoom, and rotate shoe designs to view different angles in more detail. And at government and industry trade shows, iPad and wKiosk equip LaCrosse staff with a lightweight, mobile sales solution that attracts customers throughout the show floor.

"iPad and wKiosk convey the essence of our brand, boost sales, and enhance our marketing," says Micah Davis, director of Consumer Sales for LaCrosse Footwear. "The combination sends a powerful, effective message to both new and existing customers."

"iPad gives us so many opportunities to boost sales, increase productivity, and improve customer service. It genuinely elevates our performance, from head to toe."

Dave Carlson, Executive Vice President and CFO



Security improves

The company also uses iPad to transmit sensitive corporate data to LaCrosse board members.

Documents can be uploaded and housed securely with password-protection on Box. Directors download files into iBooks on their iPad devices for easy reviewing on the go, and often use ReaddleDocs for iPad to save email attachments, annotate PDFs, and more.

For security, LaCrosse Footwear relies on the 256-bit AES hardware encryption built into iPad. It also uses Find My iPhone, a free app from Apple that enables the company to locate and if necessary, remotely wipe all data on a missing device. Together, these technologies protect intellectual property should an iPad be lost or fall into the wrong hands.

"With iPad, our employees have everything at their fingertips, yet we know that our product designs and financial information are not at risk," says Carlson.

Best foot forward with iPad

As LaCrosse Footwear steps into its second century of industry-defining footwear, iPad keeps the company on a sure path to success—and makes its competitors scramble to keep pace.

"iPad gives us so many opportunities to boost sales, increase productivity, and improve customer service," Carlson says. "It genuinely elevates our performance, from head to toe."