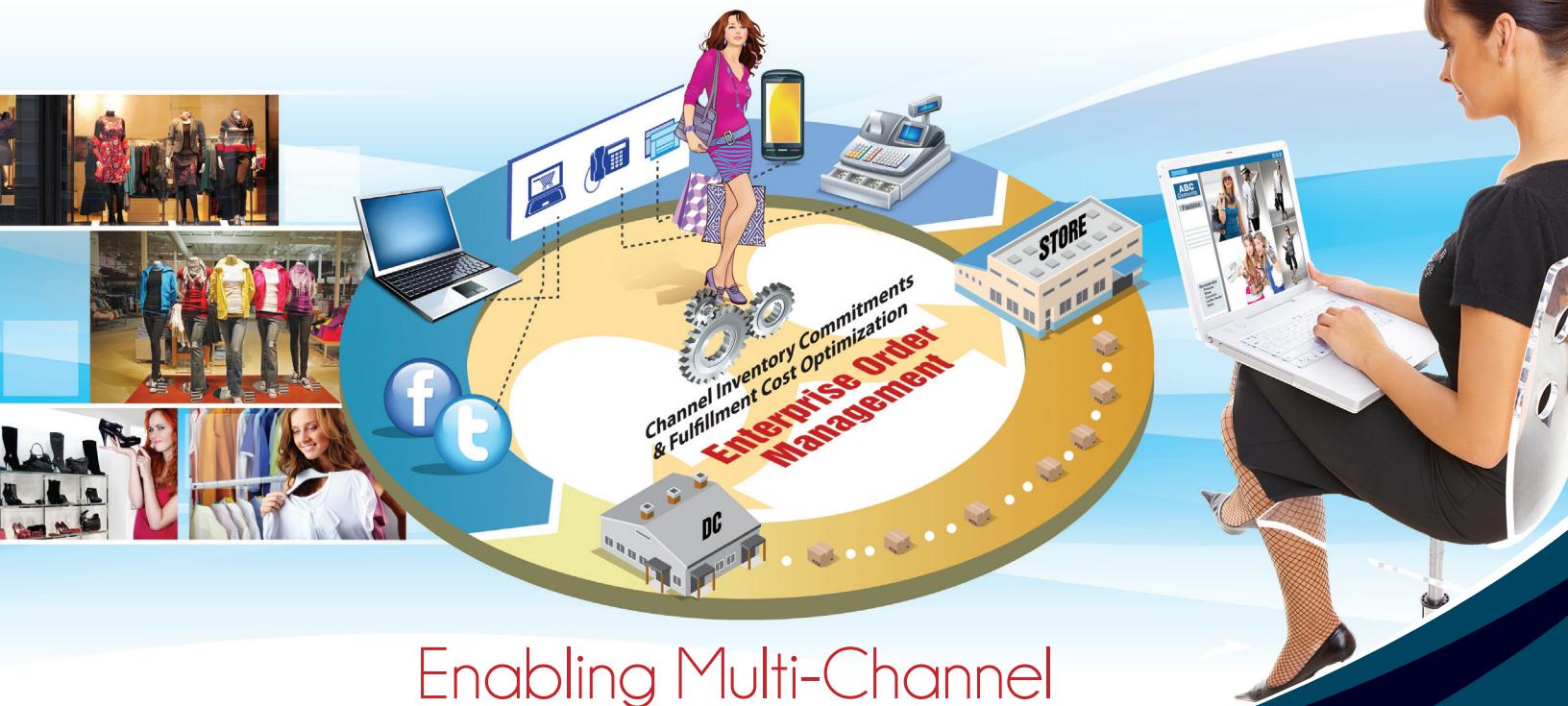


Bringing together **‘Clicks’ and ‘Bricks’**



Enabling Multi-Channel
Order Management

HCL helps a leading US based women's fashion retailer in establishing multi-channel retailing capabilities

Region : US and Canada

Industry/ Domain : Speciality Retail – women's apparel, footwear, fragrances and accessories



Functional Area

- Development, testing, and implementation for multi-channel integration platform – built on Sterling Integrator, SAP PI
- Testing services and implementation support for multi-channel application from Manhattan Associates' Distributed Order Management (DOM)

Area of Engagement

- Complete ownership of the entire multi-channel program involving collaboration with multiple partners – client, HCL (SAP, Non SAP and Infra), Manhattan Associates, Sapient and Innotrak
- Integration architecture and development – designed, architected and developed a highly robust integration platform using IBM's Sterling Integrator and SAP PI to enable seamless communication between DOM and other applications
- Testing – planned, led, and managed extensive testing of end-to-end functionalities and integration across the multi-channel platform. One of the highly appreciated and acclaimed phases of the project was coordinated and administered with numerous teams to ensure quality deliverables
- Production support for the entire multi-channel landscape including Sterling Integrator, SAP PI and Manhattan Associates' DOM

Client Profile

The client is one of the leading speciality retailers for fashionable women's clothing, serving clients through its 981 stores across the United States, Puerto Rico, and Canada. Over the company's fifty year heritage they have become a well-known resource for quality suits, separates, dresses, shoes and accessories with a feminine, polished approach to updated classic style. The company meets the needs of a modern women's busy lifestyle by providing a full range of career, casual and occasion offerings in one location.

Partnership Pre-Requisites and Challenges

The client wanted to achieve higher growth in its online business, but was challenged by resource-intensive order processing, no real-time inventory visibility to ensure on-time delivery, and rapid growth in order volume. The client needed to streamline and have greater control and visibility over inventory from all channels (stores & online) and at the same time improve customer service and experience. The major challenges/problems faced by the client before multi-channel implementation are listed below:

- Meeting customer expectations of seamless purchase and deliver options across growing number of channels
- Increased cross-channel consumer research and varied shopping patterns of customers
- Unpredictable short-term product demand within any single channel
- Rising marked down unsold distressed inventory in stores that resulted in reduced margins
- Inability to keep pace with growing consumer demand and e-commerce sales
- Loss of potential sales when e-commerce fulfillment centers were stocked out
- Decentralized inventory management and no visibility of inventory across channels
- Lack of standardized integration between systems



Enter HCL

The client decided to engage HCL to support the implementation, design and building of a robust integration architecture and to provide independent testing services. HCL not only provided an exceptional support platform for its services and performed end-to-end testing activities for the client's multi-channel program, but also took a lead in managing the overall program. Considering the quality of services and support extended during the implementation phase, HCL has been identified to take over the application support for their order management application and ensure application development and support for the integration platform. HCL also manages the entire IT infrastructure for the client.

HCL Services Snapshot

The client engaged HCL as an integration partner for implementing Manhattan's Distributed Order Management System. HCL played a pivotal role in overall program management, product implementation, designing and building a robust integration architecture, and providing independent testing services. Post the successful implementation and roll out across 700+ stores, HCL has been entrusted with long-term application maintenance and support for the DOM platform.

Following are the services that HCL provided:

- Program management for multi-channel program
- Management and collaboration with multiple partners—customer, external and internal vendors
- Program planning and managing resources – both on-site and offshore
- Program level risk management and contingency planning
- Governance and status reporting – PMO and steering committee
- Blueprinting and designing of the entire end-to-end technology architecture for the multi-channel platform
- Integration architecture and development – defined the architecture, designed and developed a highly robust integration platform using IBM's Sterling Integrator and SAP PI to enable seamless communication between ATG e-commerce, SAP, DOM, Online fulfillment center, and other applications
- Test management for the program – planned and managed extensive testing of end-to-end functionalities and integration across the multi-channel platform
- Developed a test plan, scenarios and scripts for the whole program in coordination with multiple stakeholders
- Built a robust performance test plan and executed end-to-end performance tests
- Built a regression test suite to cover current and future releases for the multi-channel and e-commerce businesses

The HCL Difference

- Domain experience – on-boarded a team of consultants with strong domain experience in DOM
- Cross partner collaboration – efficiently coordinated and managed to drive the program as one team with representation from customer, HCL's horizontal teams, external and internal partners
- Robust architectural design framework for the integration platform, which can be scaled up for future enhancements
- Quality assurance – leveraging business analysts in defining an exhaustive test plan covering all aspects of the client's business impacted by the roll out
- HCL representation included highly skilled team members with very strong technical and functional experience across SAP, GIS and DOM ensuring high quality and non-compromising deliverables
- Phased deployment approach that caused minimal disruption and provided time for business users to acquaint themselves with new functionalities, thereby eliminating risks associated with volumes, change management and training

Business Benefits

From capturing additional market share to achieving numerous process improvements, HCL has delivered several key benefits to the client. With the new solution in place, the client was able to sell a huge stock of marked-down inventory which otherwise would have gone unsold in stores. With the multi-channel platform, the client was able to effectively capture unfulfilled demand by prioritizing sales from the least performing stores and selling the most distressed inventory in the network.

Other key benefits that HCL was able to bring to the table are listed below:

- Improved total brand sell through - since items stay available on the website even after the online inventory is sold out
- Significantly higher average retail and margin rates seen across brands
- Exceeded 2012 revenue targets driven by multi-channel fulfillment which is 50% faster than projected
- Established standard operating processes and procedures that have allowed stores to fulfill large volumes
- Process and systems successfully stood the test of historic volumes during the 2012 Cyber Monday sale period
- Allowing customers to check real time stock availability at the nearby stores- if not found, they could still order online

Current Scenario

HCL has built a strategic partnership with the client in the multi-channel space. Currently HCL is helping them in their phase-II implementation, enhancements and new functionality development. As a result of the successful phase-I implementation, HCL is now the preferred vendor for application development, support, maintenance and enhancement in the multi-channel order management and integration space.

Currently HCL is fixing UAT and production defects backlog and is taking care of minor enhancements as well as providing 16*7 support in an on-site-offshore model. HCL is also helping the client perform impact analysis and estimation for activities planned in 2013-14, that may involve major changes in existing business processes.



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