



HCL HELPS AMERICAN SPECIALTY APPAREL RETAIL CHAIN FOR WOMEN UNLOCK EXCELLENCE IN INVENTORY MANAGEMENT



 E-COMMERCE
& OMNI-
CHANNEL

THE CUSTOMER

The customer is an American group of speciality apparel retail chain stores for women headquartered in New York City and operating as a subsidiary of a leading retail group. The stores offer classic styled suits, separates, dresses, shoes and accessories.

BUSINESS CHALLENGES

- Increasing number of order channels, all working independently
- Decentralized inventory management module and lack of visibility of inventory across channels
- Loss of sales, as legacy systems lack cross-channel visibility
- Lack of standardized integration between systems leading to technical and system instabilities

HCL SOLUTION

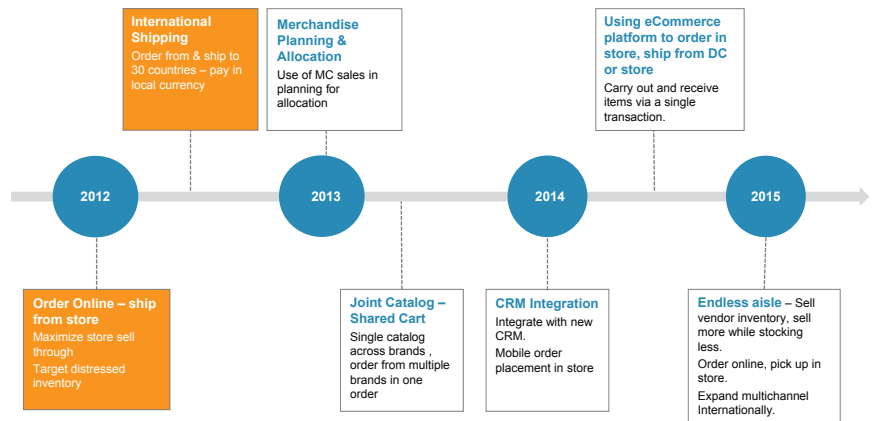
- IT Solution – Manhattan Associates DOM
 - Implemented Manhattan Associates DOM solution to capture and fulfill eCommerce orders through ecommerce platform, from online DC and 770+ stores
 - Centralized view of network-wide inventory – Stores and DCs
 - Intelligent algorithm to optimize allocation to target distressed inventory
 - Inventory Management will control operational costs and save time and money
 - Track and manage all orders throughout order lifecycle
- IT Solution – Sterling Integrator
 - Provide an enterprise-wide integration layer
 - Seamless integration with order capturing and fulfillment channels – Stores and DCs
 - Capability to interface with SAP ERP and other enterprise applications
 - Inventory Management will automate transactions between multiple applications (both internal and third party)
 - Integrate a messaging solution around the above interfaces

- TECHNOLOGY STACK

- eCommerce Platform: Oracle ATG Web Commerce
- Order Management: Manhattan Associates DOM
- Enterprise Integration: Sterling Integrator
- ERP: SAP Financials and SAP Inventory Control
- Store Systems: Epicor
- Warehousing: Third Party managed (Manhattan WMOS)
- Enterprise Reporting and Analytics: SAP Business Intelligence and Manhattan Supply Chain Intelligence based on Cognos Reporting platform

MULTI-CHANNEL VISION

Design and implement a world-class multi-channel shopping experience and fulfilment process that drives profitable growth, reinforces brands, and honors commitment to end customers.



HCL Area of Engagement

Program Management	Technology	Infrastructure	Projects	Testing Services
Collaboration with Customer, External & Internal Vendors	Blueprinting & Architecture	Data Center Management	Product Implementation Support	Test Management
Scope, Timeline & Deliverables Management	Sterling Integrator deployment & customization	Hardware & Software Management	Application Development	Test Planning & Test scripts
Risk Management & Contingency Planning	Multi Channel DOM	Network & Security	Production Maintenance & Support	Defect Management & Analysis
Governance & Program Status Reporting	SAP - Inventory, Finance, PI, BI, MM	System Monitoring	Unit Testing	System Integration Testing
	POS System	DB Monitoring	Change Management	Performance Testing
			Training	Regression Testing
			Project Status Reporting	UAT Support & Management

Unique Factors in Organizational Change Management

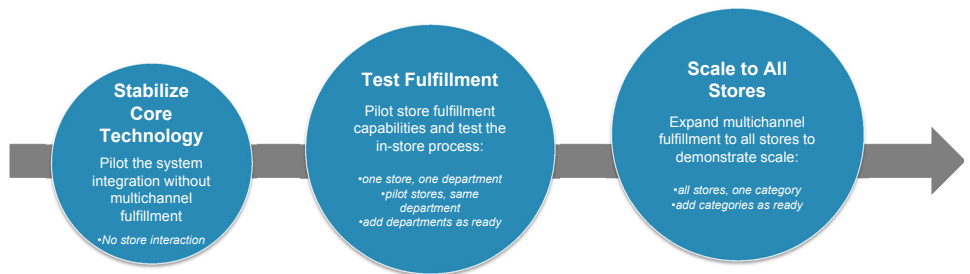
Even a small change can be dangerous – we are dealing with complete paradigm shift

- 750 stores across United States
- More than 18,000 store associates
- IT Helpdesk of 30 plus associates
- Customer Care Center with over 250 associates
- More than 100 corporate employees from multiple divisions
- Covering every area of business – E-commerce, store operations, finance, accounting, inventory, reporting, planning, HR, IT, marketing, logistics

Change Management Ammunition

- Training programs catering to all types of audience
- Video simulations & extensive documentations for all store associates
- Train the trainer program
- Technical awareness for IT Help desk to support L1 calls
- Workshops for pilot stores & Call Center team
- Established standard operating procedures

Unique Factors – Phased Rollout



Transition from one stage to another and within stages will occur only when there is enough confidence to do so and where our level of confidence is informed by: system performance, client SLAs, store operational proficiency, partner stability and Associate preparedness.

BUSINESS BENEFITS

- More efficient Enterprise reporting off large stock of marked-down inventory which otherwise could have gone unsold in stores
- Inventory Management enabled the ability to capture unfulfilled demand by targeting prioritized sale from the least performing stores and selling off the most distressed inventory in the network
- Improved total brand-sell-through since items stayed available on website even after online inventory is sold out
- Enabled significantly higher average retail and margin rates across brands
- Exceeded revenue targets driven by multi-channel fulfillment five times faster than

projected

- Established standard operating processes and procedures that allowed stores to fulfill increased volumes
- Enabled process and systems to successfully stand the test of historic volumes during 2012 and 2013 Cyber Monday Sale periods
- Efficiently drove demand for returned online exclusives directly to stores
- Allowed customers to check real-time stock availability at nearby stores and if not found in store, allowed them to order online



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