HCL

CASE STUDY

HCL DEFINES A MULTI-CHANNEL STRATEGY AND E-COMMERCE IMPLEMENTATION ROADMAP FOR A LEADING DEPARTMENTAL STORE CHAIN

Enabled seamless multi-channel retailing and helped expand e-commerce

LET'S TALK APPLICATIONS

RETAIL

E-COMMERCE & OMNI-CHANNEL

ABOUT THE CUSTOMER

The customer is a leading chain of departmental stores with 301 stores under four different brands. The retail chain has a national store support office located in North Geelong, Victoria and a product sourcing presence in Asia. It retails clothing, cosmetics, toys, homewares, electrical and consumer electronics.

THE CHALLENGE

The global retailer wanted to expand its e-commerce and enable multi-channel operations. It was on a lookout for a partner who could help:

- Choose the best e-commerce platform that could meet their current and future business needs

- Evaluate the e-commerce packages and guide on build vs. buy decisions

- Define a strategy and implementation roadmap for multi-channel enablement

They chose HCL Technologies for its proven expertise in e-commerce and multi-channel.

THE HCL SOLUTION

HCL consultants worked with the customer's business teams and examined the existing e-commerce platform. They captured a detailed set of functional and technical requirements and created a comprehensive e-commerce implementation roadmap.

HCL consultants also evaluated e-commerce packages from multiple vendors and helped the customer with the entire bid process to choose the right package for implementation. As part of the evaluation, HCL performed a build vs. buy analysis and fit-gap analysis from a technical, functional and non-functional perspective.

To complete the engagement on an aggressive timeline, HCL leveraged its proprietary multi-channel product evaluation framework, functional process repository, templates for functional and non-functional requirements and industry best practices. The above tools accelerated the work to be expedited in the timeline targeted as compared working from scratch saving critical dollars and time for the customer.

As a part of the engagement, HCL also delivered detailed UI (User Interface) specifications as well as technical and functional architecture for the e-commerce platform.

CASE STUDY

RE-ENGINEER, REUSE AND RETIRE

HCL's solution-based approach attempts to maximize on investments already made by customer; and towards this wherever possible and relevant to business and operations – the applications are re-engineered and reused.

Only when convinced and assessed that any IT system or application is no longer required—in terms of operational relevance, business objectives, technology—is an application retired, so that it does not continue to remain an overhead to IT for maintenance when no longer relevant.

THE BUSINESS BENEFITS

HCL's consulting expertise helped the customer choose the right e-commerce platform and enable multi-channel retailing. With HCL's help, the customer achieved the following benefits:

• Accelerated roadmap definition for multi-channel enablement

• Selection of right e-commerce platform with an optimized total cost of ownership (TCO)

• Accelerated solution definition for e-commerce and multi-channel integration using a proprietary "re-engineer, reuse and retire" approach

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