

Transforming Business Experiences Management for a Swedish Multinational



Modern fast-fashion retail companies face fierce competition in the demand-driven market. Technology adoption and cloud migration can enhance business experiences across physical and digital channels enabling faster time-to-market, scalability and economic agility through a seamless omnichannel approach.

The Challenge

Success in the fast-fashion retail business is all about customer experiences and speed. They require agility and a robust cloud strategy to future-proof the business environment while sustaining business continuity in the market.

Our client, one of the world's leading multinational fast fashion clothing companies, launched a cloud transition program to secure company scaling process across various regions with a focus on migrating nearly 5,000 stores across the globe in a phased manner in less than 3 months.

As the on-prem Citrix hosting environment was set to expire in December 2022 along with the Citrix license due for renewal in the same month, the client faced a unique challenge to decide on the migration strategy that would best suit the cloud transition program.

To gauge the challenge, the client performed cost, effort and future ambition analysis for three different scenarios.



- Keeping the environment on-prem.



- Decommission Citrix in store.



- Migrate store Citrix to cloud.

The analysis served the purpose of contributing to and validating the final strategy to deploy Citrix as the store migrated to the cloud. The process would be complex, and would drive significant benefits in the long run. HCLTech would provide a cost-effective migration activity with dedicated resources to meet the client's technology ambitions for the future.

HCLTech Transforms the Experience

Our retail domain expertise enabled us to deploy expert resources for the activity to match the culture of the client's business. Understanding the strategic requirement for several regions, HCLTech recognized the need for an efficient disaster recovery solution which was achieved during the migration.

HCLTech identified Citrix ADC to suit the existing infrastructure. We facilitated image creation using the existing applications in the environment and created an application package to publish it online with a pre-configured delivery mechanism.

HCLTech leveraged the Proof of Concept, pilot, and production phases to systematically implement seamless migration from on-prem to the cloud. This helped the client understand the application's features to achieve cost-effective deployment across the regions. We provided pre and post-migration support to pilot and other stores for any issues reported. HCLTech further addressed the problems arising during migration and hyper care and conducted root cause analysis to mitigate future issues.

Additionally, for a reliable and secure client experience, we streamlined vendor communications, end-user support, and store visits for real-time testing.

The Benefits

Through our engagement, the client was able to derive the following business benefits:



Reduced management overload

Citrix eases the infrastructure components, database, and delivery controller management. The client now relies on the updated environment for added efficiency with a reduced workload across the enterprise. Update of Citrix infrastructure components stays with the Citrix vendor and reduces the management overhead on the operations.



Accelerated user onboarding

The client can help onboard new users through the cloud without the hassle of managing servers and hardware by eliminating an on-prem setup. The centralized access allows new users to orient to the systems in real time, improving overall performance.



Improved scalability

The client no longer needs to add costs to hardware extensions to grow the business in new regions. The client no longer needs to pay for resources which are not in use. Servers can be turned off/on automatically using the auto-scale feature.



Enhanced business continuity

The cloud solution raises the security threshold by allowing continuous access to data and resources during a disaster. It has also reduced the risk of outages across multiple locations for critical applications.



Reduced cost

The successful implementation of the cloud strategy enables the client to save costs on hardware and maintenance. Minimum transition requirement future proofs the business with economic agility to auto-scale the environment.

HCLTech | Supercharging Progress™

HCLTech is a global technology company, home to 211,000+ people across 52 countries, delivering industry-leading capabilities centered around Digital, Engineering and Cloud powered by a broad portfolio of technology services and software. The company generated consolidated revenues of \$11.79 billion over the 12 months ended June 30, 2022. To learn how we can supercharge progress for you, visit hcltech.com.

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