



## FAST-FASHION RETAILER REVAMPS MERCHANDISING WITH ORACLE RETAIL CLOUD TO GET FUTURE-READY

## About the Client

The client is a US-based fast-fashion company selling music band-related clothing, accessories, and licensed merchandise. They began with rock-inspired apparel designs and accessories for 50 different band titles. This was followed by an expansion of their product range to include scenes from comic books, cult films, and underground cartoons. Currently, the retailer operates more than 600 stores in the US and Canada.

## Background

In line with their growing business, the retailer wanted to modernize the existing merchandising and financial systems to better capture and fulfill orders from different channels like online and physical stores. They faced challenges related to stability, flexibility, scalability, and data integrity. These were impeding the move to a dynamic digital environment that could deliver flawless in-store experience and customer engagement. Further, the client also wanted to separate operations from their sister company which is a direct-to-consumer apparel and intimates brand for women, to improve efficiency.

## Solution Objectives

The overall goal was to modernize the technological landscape by implementing Oracle Retail for merchandising. Some of the key objectives on this journey were to:

- Build a clear roadmap for the cloud transformation journey and enable seamless integrations with the existing application landscape for minimum disruption
- Introduce best practices, data governance, future-ready technology, flexible planning, and real-time monitoring/insights
- Ensure that business process concerns are reviewed, optimized, and resolved, and establish a future-ready process
- Perform a technical demerger from the sister concern and create a separate instance for the retailer

## Infosys Solution

The client chose Infosys to transform their on-premises legacy merchandising system to a modern cloud merchandising system that would support next-generation retailing functionalities in addition to executing a technical demerger from the sister company.

Infosys implemented Oracle Retail Cloud Services with modules such as merchandising foundation (including sales audit), pricing, and invoice matching cloud services. The key highlights of Infosys solution are:

- Delivered business process modernization across core merchandising functions
- Enabled exception-based retailing for effort intensive areas like sales audit, invoice matching, and more
- Improved business productivity through tools for high volume inventory adjustments and transfers, among other processes
- Created a merchandise hierarchy to optimize product categorization for efficient operations
- Integrated sourcing across buyers and suppliers for product design and procurement
- Implemented automated dropship and invoice processing
- Established a unified sales audit for omnichannel sales covering online, brick-and-mortar, and marketplace, and eliminated custom processing to the general ledger
- Implemented out-of-the-box (OOTB) attributes to support complex client-specific promotion requirements
- Implemented a modern technology platform along with scheduler modernization
- Developed a modular framework to invoke SaaS REST/SOAP services



In the latest updates, Infosys also implemented some new features that have further enhanced operations. These features are:

- Invoice induction – Bulk invoices now can be created through induction batches.
- New purchase order review task flow – The purchase order review task flow is an efficient way to review and approve orders from multiple sources.
- Systematic setting of item base expense and enhanced expense defaulting to purchase orders –These novel system options were introduced to correctly apply expenses on a purchase order.
- Integration modernization – ReST APIs were introduced for most of the Simple Object Access Protocol (SOAP) based services.



## Business Benefits

Infosys' implementation of Oracle Retail Cloud helped the fast-fashion retailer shift from a legacy on-premises merchandising system to a flexible and agile cloud-based system. Infosys also enabled the technical demerger from their sister company. Other benefits included:

- Increased success rate of procurement activities to above 90%, thereby reducing errors and freeing up time for business teams to focus on revenue growth
- Automated several business processes including pricing/promotion, third-party sales, and franchise-based sales
- Improved decision-making and business support by introducing dashboards and reporting tools, giving teams quick access to information in the right format
- A single and accurate view of data for intelligent real-time operational insights

## Further Insights

Business processes were rigorously redefined to maximize throughput. By consolidating merchandise hierarchies, Infosys helped minimize manual effort and improve data maintainability, thereby boosting operational efficiency. Omnichannel sales processing was made possible through a unified pipeline. This significantly reduced manual labor, customization, as well as processing time and increased overall accuracy and reliability. Numerous reusable components and tools were also engineered to ensure smooth and efficient version upgrades in the future.



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