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Rapid Retail Expansion through Oracle Retail Implementation & Integration

The client is a leading mobile phones retailer in the UK. They had chosen to move to an Oracle-based retail platform to support their rapid retail expansion strategy across the region.   Their objective was simple, but the task complex. They wanted to ensure a consistent shopping experience across all channels, increased operational efficiencies and complete integration with the back office as they migrated to this new environment.

Background

The client, a leading UK-based mobile retailer with over 480 independent stores, had recently partnered with a major electronics retailer to expand aggressively through a 'stores-in-stores' strategy. At the same time, the client wanted to consolidate business processes across all channels—retail, internet and telesales. To support this rapid business growth and to ensure they could maintain their high standards of customer service, they sought a partner to implement Oracle Retail applications who could enable seamless integration with their CRM and E-Business solution.

Business and Technical Challenges

The stores-in-stores strategy enables the client to sell its products within a partner retailer's shops, while being fully branded and managed by the client itself. The primary challenge was to integrate the business processes and retail operations between the independent stores and the stores-in-stores, while at the same time improving operational efficiencies through process and application consolidation. Additional challenges included:

- A legacy POS system that could not handle the increasing volume of stores and transactions
- Maintaining the legacy environment in full while rolling out the new stores-in-stores
- Consolidated management of products and pricing across channels, including telesales, internet and retail stores
- Warehouse management and multi-brand management using common business processes across all channels
- Customization of the POS and SIM solution to meet Telco industry standards.

INDUSTRY SECTORS

Retail

BUSINESS & TECHNOLOGY DRIVERS

- Pan-UK retail expansion
- Support for a higher number of stores
- Support for all warehouse management processes
- Cross-channel integration between Telesales, Internet and Retail orders
- Support for multiple brands across channels using common business processes
- Quicker time to market and consolidated management of products and pricing across channels
- Operational efficiency and IT support efficiency via application consolidation

Solution & Scope of Work

The Infogain team began by mapping out the client's existing IT infrastructure in order to architect the most effective path to implementation of the Oracle retail applications—Oracle Retail Point-of-Service (POS) and Oracle Retail Store Inventory Management (SIM)—and for integration of the solution with the client's Oracle Siebel CRM and Oracle E-Business Suite applications. This integration enabled the consolidation of both business processes and applications required by the client in order to deliver on its operational efficiency and business effectiveness objectives.

Infogain also extended the solution with customizations not provided in the base, out-of-box product, in order to meet the specific requirements of the Telco industry. Infogain's pre-configured solution for Oracle retail applications meets telecommunications industry standards and bridges with CRM Billing and ERP to enable smooth POS integration with back-office systems, which is critical to the success of the client's business expansion.

> *"We still need to manage our legacy environment and keep all of our existing stores running smoothly whilst we migrate to the Oracle solutions. We feel comfortable in having selected one of the best experts for the job."*
> *IT Director, client organization*

Why Infogain?

The client required a partner that could be flexible to manage multiple work streams and which has a proven record in implementing Oracle Retail applications. As a long-standing Oracle Retail partner with a certified gold partner status, Infogain was a clear choice for the client. With years of relevant experience and a track record of success, Infogain brings a proven methodology and deep expertise to the client team. In addition, Infogain's flexible staffing approach and blended delivery model provide a cost-effective option with strong project management on site and experienced, skilled development and test personnel off site for optimal resource utilization.

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