

American Retailer Transforms IT to Power Business Growth

Case Study



Overview

Enabling IT to keep up with
business ambitions

An American specialty retailer, with an annual revenue of \$600M and 1,200+ associates, sells womenswear through its chain of stores and online marketplace. It delivers products across the globe, for which it maintains multiple catalogs and currencies. The business had ambitious plans and it needed its IT ecosystem to keep up with it.

Zensar's brief:

Enable the business to improve the customer experience and accelerate the launch of new features by modernizing the existing application landscape.

Beyond the brief:

With a granular understanding of business concerns, gained from an eight-year partnership with the client, we decoupled vendor integration to allow the business the flexibility to change vendors in future without any major transformation work.



Challenges

High costs and poor performance

The retailer faced multiple challenges with its legacy IT ecosystem:

- High licensing cost of Oracle ATG
- End-of-life of Oracle ATG with no visibility of the future ATG roadmap
- Unsatisfactory time-to-market due to its monolithic IT architecture
- Difficulty in maintaining the multi-catalog, multi-site, and multi-currency application



Solution

Modernizing the application landscape

We worked closely with the client's team, every step of the way, with the goal of aligning IT outcomes with the business strategy.

Planning: Considering the company's immediate and long-term requirements, we proposed a mix of buy-and-build approach for the transformation. We then planned the roadmap for the modernization journey with these key moves:

- Evaluate vendors to deliver search, content management system (CMS), and product information management (PIM) capabilities.
- Migrate the platform from the on-prem infrastructure to the Google Cloud Platform (GCP), enabling high availability and reliability of the e-commerce system.
- Move from monolithic Endeca platform to a faster platform, built on Constructor.io and Contentstack, to manage the page layout and search configurations with improved efficiency.

Implementation: We actioned the plan by designing and developing these components:

- Target-state architecture for the transformation
- Microservices for the core commerce capabilities, such as cart and checkout
- GCP architecture for deploying all the microservices
- Integration of the search and CMS platforms with the microservices

Leveraging our GCP competencies and expertise with a cutting-edge tech stack, we enabled a seamless transformation from a monolithic Oracle ATG to a microservices-based architecture that bolstered the company's ability to compete with agility.

Solution enablers

- **GCP** was used for its robust, scalable infrastructure and advanced data analytics capabilities.
- **Constructor.io** was used for its AI-driven search and product discovery platform that enhances e-commerce conversions and personalized shopping experiences.
- **Contentstack** was used for its API-based, headless CMS that enables flexible, scalable, and efficient content management across multiple channels.



Impact

Greater business responsiveness

According to internal benchmarks, these results were delivered:

- ~20 percent improvement in time-to-market for new enhancements
- High availability and reliability of the e-commerce system
- Energized sales due to significant improvement in checkout performance

Business outcomes: The solution helped increase revenue and customer satisfaction by enabling the business to respond with agility to customer needs and market trends.



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