



**ZenSár**

# Enhanced customer insights for a leading apparel retailer by streamlining business processes

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**CASE STUDY**

## Enhanced customer insights for a leading apparel retailer by streamlining business processes

The customer is a leading specialty retailer of fashionable and contemporary apparel and accessory items. The company operates a total of 504 stores in 47 states, the District of Columbia and Puerto Rico. They were faced with various challenges in their Oracle Retail reimplementation like Data migration from version 8 to 13 for 500 stores, Missing documentation for the customizations done in version 8, Customizing retail price management for missing functionality and integration with third party legacy systems

### How did Zensar bring about the visible transformation?

A solution was designed through a stringent review of the existing systems enabling the migration of the data from the previous version to the latest in 3 days; enhancing the existing customizations and adding an additional functionality helping the buyers create PO's on the move across various mobiles and tablets.

#### Company:

A leading specialty retailer of fashionable and contemporary apparel and accessory items

#### Business Benefits

- The additional functionality allowed Real time visibility to the planning and Allocation teams
- Swift PO creation enabling Buyers to create a PO on the fly during buying trips enabling online visibility of allocations
- Data Migration from Version 8 to 13 for 500 stores in 3 days

### Top Benefits Achieved

