



CASE STUDY / CPG

Global Fast-Fashion retailer boosts value chain efficiencies through Advanced Business Analytics

Supported by consumer insights, Softtek implemented customized solutions to improve depot logistics, operations and customer experience.





About the customer

One of the world's largest fashion retailers, with 8 prestigious brands across 97 countries.



7,000
Stores



Presence in
96 countries



200+
Selling in 200+
countries through its
online platform



170,000+
employees



8 brands
renowned brands
around the world



Softtek



Business challenges

After seeing growth both domestically and globally, this retailer sought to course correct internal misalignment between its back-end operation systems and its in-store experience. Given the scale, complexity and technological skill set required, Softtek was brought on as a strategic partner to enable growth and efficacy while allowing the client to stay true to its Consumer-Centric business model.

1

Automated business intelligence was needed to optimize core value chain processes.

2

Lack of visibility around performance relating to store management, procurement and critical business decisions.

3

Bottlenecks preventing proactive operation enablement and effective business data management.

4

Mobile enabled solution to support tens of thousands of users on the go.



How Softtek comes into play

Softtek proposed an automated, intelligent analytic solution with descriptive, predictive, and prescriptive components that provided visibility and dissipated crucial bottlenecks. Softtek's solutions enabled the client to continuously improve its shoppers' experience, employee engagement and streamline decision making across brands and regions. The solution also improved the analytical processes for sales, distribution, logistics, store operations, performance management, and other key functions in the organization.

Descriptive

- Commercial Datamart Dashboards
- BI End-Users Support
- Sales Performance on Mobile Devices
- Reporting Services

Predictive

- Stores workload planning
- Human Resources Management
- Salary Breach
- Employee Services
- Customize Salary

Prescriptive

- Improve Cashier Lines
- Improve Fitting Rooms Wait Lines





Business impact



Softtek's implementation of an Advanced Business Analytics model, underscored by robust Application Development and Integration, was instrumental in helping the client meet their goal of adjusting their business models and philosophy across brands and countries as well as generating operational efficiencies along the value chain. This resulted in significant annual savings and not only improved, but streamlined their global in-store experience.



Improved User Experience by reducing the time to load in mobile devices.



Enabled a **report ecosystem** to fulfill end-users' business needs.



Automated daily salary commission calculations for 170k+ employees in 97 countries.



Generated **savings by optimizing** day-to-day store operations.





ABOUT SOFTEK

Founded in 1982, Softtek is a global company and the largest provider of IT services from Latin America. With a broad portfolio of business-transforming products and solutions, Softtek helps Global 2000 organizations evolve their digital capabilities constantly and seamlessly, from ideation and development to execution.

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