

# Large American Apparel Chain Gains Greater Business Agility

## Case Study



## Overview

### Modernizing retail management

An American specialty retailer, with an annual revenue of \$600M and 1,200+ associates, sells womenswear through its chain of stores, online marketplace, and catalog. It decided it was time to upgrade its legacy infrastructure due to the limitations of its homegrown order management stack.

#### **Zensar's brief:**

- Replace the client's homegrown order management stack with the Manhattan Active Omni (MAO) product suite.
- Replace multiple legacy integrations with a new Azure-based integration backbone.

#### **Beyond the brief:**

Leveraging our extensive omnichannel and enterprise integration expertise, we delivered a flawless solution implementation experience with over 3,000 test cases.



## Challenges

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### Need for end-to-end support

The client's technology team needed assistance to help with key project objectives:

- **Design and develop** the Azure-based integration.
- **Perform deep as-is assessment** to address the challenges with multiple legacy integrations, which were business-logic heavy.
- **Mitigate disruption of** the enterprise architecture during MAO implementation.



## Solution

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### Optimizing business efficiency

Our Industry Solutions and Enterprise Architecture team collaborated with the client's team every step of the way:

- Plan and design the Manhattan systems and associated new integrations that were needed.
- Replace legacy integrations based on Tibco and OCI.
- Standardize Azure across the enterprise from the design phase to the test phase.
- Conduct end-to-end QA processes for the MAO implementation as well as related systems such as WMS, Frontend, Payments, Loyalty, and CRM.
- Benchmark performance at 3X the existing sales and integration, UAT, and post go-live support levels.

## Solution highlights

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- 150+ integrations standardized across the enterprise.
- 75+ omnichannel points of interaction impacted.
- 100 percent removal of business logic from integration.



## Impact

### Enhanced business competitiveness

- Increased operational efficiency with automated processes.
- Enabled scalability and adaptability with cloud-native architecture and low-code customizations.
- Enhanced the customer experience with seamless integration of sales channels.
- Improved stock management and sales strategies with real-time insights, enabled by complete visibility across all inventory locations.

**Business outcomes:** The solution helped the business boost its competitiveness with enhanced operational efficiency and strategic decision-making.

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