

Retail Giant Gains a Business Edge by Modernizing Order Management

Case Study



Overview

Streamlining retail operations

An upscale American home-furnishings company, with 6,000 employees and an annual revenue of ~\$3B, sells its merchandise through omnichannel retail operations that include 72 galleries, 39 outlets, as well as an online portal and catalog. It decided to implement a new order management system and application business flows for specific geographies.

Zensar's brief:

- Implement a new order management system and application business flows for the UK and EU region, leveraging the Manhattan Active Omni (MAO) product suite.
- Optimize the solution with the required customizations and automation capabilities.
- Put in place the performance benchmarking processes to track progress on various metrics.

Beyond the brief:

We enabled the client to boost “first-time right” delivery, bringing into play Zensar’s Quality Assurance (QA) offerings focused on supply chain management (SCM).



Challenges

Implementing complex customizations

The client’s technology team did not have the requisite expertise to execute a greenfield implementation of a full-service omnichannel suite of products and the complex customizations required to align the solution to the organization’s needs.

We stepped in as a technology consultant to enable functional validation of the omnichannel solution, automation of repetitive tasks and cases, and performance benchmarking.



Solution

Modernizing order management

As our client’s technology partner, we collaborated with the client’s team every step of the way to ensure that the solution outcomes align with the business objectives.

Discovery and planning: Our Industry Solutions team started engaging with the client right from the early stages of implementation planning to review requirements, conduct gap analysis, identify issues quickly, and create a fail-proof roadmap.

Design and testing: We ensured complete functional performance of MAO, with more than 3,000 test cases designed to accomplish these key tasks:

- Verify that all features work as intended.
- Assess the system’s responsiveness and stability under load.
- Identify and resolve potential issues before deployment.

Our team was also involved in user acceptance testing (UAT) as well as extension design and validation to meet specific business needs. Among a total of ~2,000 defects identified, we found 15 major defects that warranted design changes. With rigorous testing, we made sure that the extensions integrated seamlessly and enhanced the overall system performance.

Deployment and optimization: The key aspects of our comprehensive approach included:

- **Automation:** We used Sierra-driven automation to cut down time-consuming repetitive tasks and speed up regression effort testing, allowing for quicker feedback and more frequent releases.
- **Integration:** By enabling effective integration, we helped ensure data consistency and operational efficiency across platforms.
- **Post go-live support:** We provided ongoing support to address any issues that arise, provide user training, and ensure system reliability. In all, we supported four major go-live initiatives.
- **Performance benchmarking:** Using established standards and metrics, we helped set a baseline for sales performance, track progress, identify areas for improvement, and enable a reliable three-year sales forecast.



Impact

Energized retail operations

We enabled a flawless solution implementation with these key actions:

- Executed 3k+ functional test cases
- Identified 2k+ defects
- Reduced regression effort by 50 percent

Business outcomes: By leveraging automation, conducting thorough performance assessments, and ensuring robust integration and support, the solution energized retail operations.

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