

# Engineering next-gen retail experiences

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How we took a leading retail tech provider's solution to omnichannel cloud with a foundation of digital engineering

Case study



## Overview

### One platform to retail it all

Our client is a leading retail technology provider with over 15 legacy products under its belt. Having enabled some of the biggest and best brands in the world to retail their products, our client had a track record of excellence. However, as fast as our client's solutions were helping products fly off the shelves, technology was changing even faster. Staying relevant meant that our client had to radically alter the foundation of its technology.

This is where we stepped in as the digital engineering partner. We helped our client move from its disparate product portfolio to a cloud-based, mobile-first platform while enabling it to expedite time-to-market by reducing the regression test cycle by 90 percent.



## The challenges

### Fast-moving consumer expectations

The retail landscape was changing rapidly, and so were customer expectations. The retail industry (including our client) was not just being challenged to keep up but was close to being left behind. To cope with this dynamism, our client had to speed up its time-to-market without compromising on experience.

It was not easy to reduce time-to-market as the client's existing system had 15+ products based on legacy technologies that made it impossible to improve

beyond a limit. This was leading to higher costs and delays in deploying new features and customizations for its different clients.

Our client knew it was time for a significant strategic shift in its technology foundation. The need was immediate, but the pace of change did not allow time for mistakes. So, to get it right in the first attempt, our client relied heavily on our strategic engineering expertise.



## The solution

### Taking our best shot

Our client was relying on us to help keep up with the experience expectations. We laid out a path to success by rebuilding the platform with a base foundation layer, created with scalability and resiliency in mind. We made it cheaper and easier for our client to deliver unique and customizable experiences for each of its customer brands by aggregating all existing services into one super-charged platform.

The next-gen, cloud-, mobile-first microservices platform we developed for our client was packaged as XaaS. This platform helped create modern shopping experiences by engaging consumers in a genuine omnichannel manner – wherever, whenever, and through several channels.

To minimize the time required for this transformation and maximize the impact of the change on the business drivers like time-to-market and customer experience, we:

- Conducted a requirements fit-gap analysis
- Built a product roadmap

- Dedicated a development center hosting 200+ associates covering various time zones
- Provided professional services for the product rollouts and product sustainment

We also set up our largest R&D and professional services team outside North America, further driving value and cost-benefit while ensuring the pace of delivery.

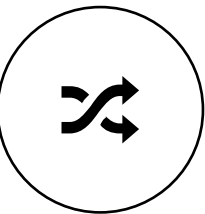


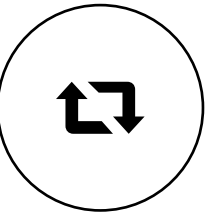
# The impact

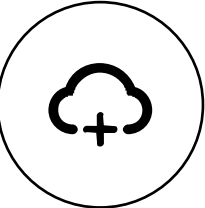
Speed and savings

We developed an API-led marketplace that gave our client’s platform the capability to create customizable experiences across any persona, business, or device at a rapid pace. This gave the platform an edge, helping the client to cater to evolving market and customer needs.

Some other tangible results we were able to help our client achieve through this whole journey included:

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Market expansion with the internationalization of the platform in 12 countries
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Faster time-to-market through 90% reduction in regression test cycle by automation
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Quick onboarding of customers with a multi-cloud platform





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