Softtek®

CASE STUDY | CPG

Global fashion retailer boosts value chain efficiencies with advanced business analytics

About the customer

One of the world's largest fashion retailers, with several prestigious brands.

5K+ stores

Selling in 200+ countries

100K+ employees

Business challenges

After seeing growth both domestically and globally, our client sought to course correct internal misalignment between its back-end operation systems and its in-store experience. Given the scale, complexity, and technological skillset required, our client needed a strategic partner to enable growth and efficacy while allowing the client to stay true to its consumer-centric business model.

1

Leverage automated business intelligence to optimize core value chain processes.

2

Increase visibility of performance related to store management and procurement.

3

Help business users act more swiftly on findings in data.

4

Accelerate time to value from data-backed improvements to the in-store, online, and mobile experience.

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How Softtek comes into play

Softtek proposed an automated, Agile, intelligent analytics solution with descriptive, predictive, and prescriptive components to provide visibility and dissipate crucial information bottlenecks. This would improve the consumer experience, employee management, 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 data mart dashboards
- BI end user support
- Sales performance on mobile devices
- Reporting services

Predictive
- Store workload planning
- Human resources management
- Salary breach
- Employee services
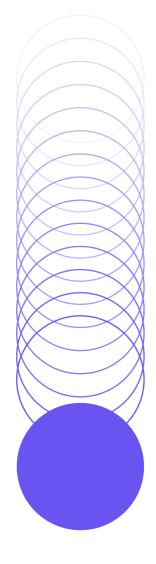- Customize salary

Prescriptive
- Cashier lines
- Fitting rooms lines

Business impact

With its new advanced business analytics model and a partner dedicated to its continuous improvement through Agile development and integration capabilities, our client generated operational efficiencies across the value chain of its different brands and geographies. This resulted in significant annual savings, improvements to the in-store experience, and quicker decision making.

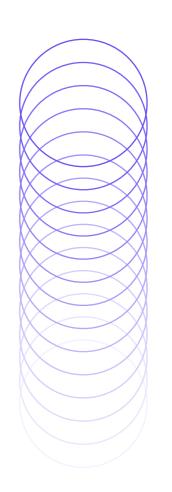Automated daily salary and commission calculations for 170K+ employees in 97 countries.

Reduced loading times on mobile devices, improving UX.

Enabled an agile report ecosystem, turning data into swift, data-backed decisions.
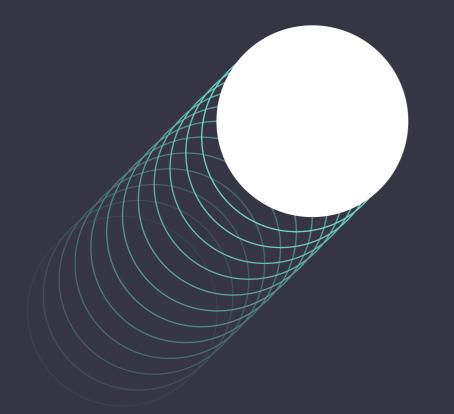
Generated savings by optimizing day-to-day store operations.

Softtek ®

ABOUT SOFTTEK

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.

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