

Client

Multi-Channel Retailer

Problem

- > Operations supported by loosely integrated applications
- > Applications at the end of their life cycle
- > Function support spans multiple systems
- > Limited coordination between sales channels

Project Gestalt Scope

- > Document stakeholder needs and opportunities
- > Define functionality responding to the needs and opportunities
- > Define solution approach
- > Prepare implementation plan/product roadmap

Results

"I am now completely comfortable that we are moving in the right direction."

Client quote

Solution

Working with the client team, Project Gestalt developed a solution architecture built on a Commerce Platform. The Commerce Platform solution will enable an agile retail strategy by providing a consistent and coordinated customer experience across the retailer's in-store, phone, and web sales channels.

The product roadmap established the long-term vision (shown below). The implementation plan defined three near-term projects and an integration strategy to be implemented prior to the peak holiday season. These projects install the Commerce Platform, upgrade interfaces to the existing warehouse management system, and move the web sales to a eCommerce platform.

The subsequent phases will implement self-serve and customer service functionality across all customer touch points.

