

Building an Omnichannel-Enabled, Customer-Centric Enterprise



📍 **Location:** Netherlands 🏢 **Industry:** Apparel, Accessories

⚠️ THE PROBLEM

Renowned for its high-quality raw untreated denims, this major **Dutch apparel brand** faced a critical challenge with its legacy ERP system, which had undergone **extensive customization**.

As this **aging system approached the end of its maintenance and support** lifecycle, it posed a significant threat to the brand's goal of **building an omnichannel model**.

- **Decentralized Retail Systems:** Reliance on fragmented ERP and POS made it hard to track customer trends across channels.
- **Limited Fulfillment Options:** Systems lacked scalability to grow and enhance offerings across sales channels.
- **Lack of Inventory Visibility:** Disconnected systems prevented a unified view of inventory across regions and locations, affecting planning and fulfillment.
- **Outdated Store Processes:** Legacy ERP and poor handheld support led to inefficiencies in logistics, merchandise management, and customer service.



THE SOLUTION

- **Single Customer View:** Established a unified, 360-degree customer view; consolidating all orders from all sales channels into one location to better understand shopping patterns.
- **Consumer Loyalty Platform and Omnichannel Pricing:** Delivered a consumer loyalty platform to capture in-store activity. This enabled targeted promotions and personalized offers, supported by what-if analysis and pricing simulations.
- **Real-Time Inventory Visibility:** Provided a centralized, aggregated view of merchandise for optimal inventory planning and stock protection.
- **Omnichannel Order Management:** Integrated with the customer's OMS engine for efficient management of consumer orders; selecting the most suitable and cost-effective location within the customer's network to fulfill customer orders.
- **RFID Integration:** Improved in-store inventory position accuracy by implementing RFID at the stores, with full integration into SAP S/4HANA.
- **Mobile-enabled applications:** Provided store associates with real-time insights into inventory, pricing, and logistics, improving customer service.
- **Enhanced Store Operations:** Customized standard store applications, enabling real-time inventory and pricing visibility across devices, an improvement over previous local POS and offline handheld systems.
- **In store Logistics & Customer Experience:** Optimized goods receipt handling, integrated exception management for in-store traffic transfers and returns, and improved storefront services like assisted sales to help customers find products effortlessly.