

RETAIL INDUSTRY

Enabling the digital customer experience



Digital is increasingly the engine behind every touchpoint in the end-to-end retail experience, driving unprecedented change throughout the industry. Retailers must develop digital business capabilities to stay competitive – but this requires more than simply adapting innovative technologies.

Retailers are often challenged by the coexistence of emerging technologies and legacy systems – especially when deploying digital strategies to create seamless and exciting shopping experiences.

WHAT WE DO

Softtek partners with retailers to implement an operational backbone of technologies, processes and solutions that support and complement the constant shifting of innovative technologies and consumer demands.

We modernize, integrate, automate, and manage complex technology environments – gaining efficiencies, reducing costs, and realizing continuous digital opportunities throughout the retail value chain.

RETAIL OPPORTUNITIES

Customer Experience



- Omnichannel Integration & Optimization
- Loyalty System Development & Integration
- Personalization of the Shopping Experience
- Digital Marketing Management & Automation
- Mobile-First Digital Interaction Approach
- In-Store Digital Engagement Tools

Enabling the Innovation Agenda



- Agile Development
- Continuous Delivery
- Software Product Development
- Cloud Migration & Optimization
- API Management
- Technology Expertise (AI, AR/VR, Mobile, IoT)

Store & Staff Productivity



- Digital Merchandizing Platform
- HR Training & Compliance Solutions
- Point of Sale Integration

High Performance Back Office



- ERP
- Supply Chain Visibility & Flexibility
- Procurement Services & Solutions



GLOBAL RETAIL CHAIN



OVER **3,000** STORES
& **THREE** LINES
OF BUSINESS



NEEDED TO
MAXIMIZE EFFICIENCY
TO GROW & INNOVATE

CASE STUDY

The Client.

Global retail chain, with over 3,000 stores worldwide and 3 distinct lines of business – retail, ecommerce and B2B.

The Challenge.

Client was experiencing poor quality of delivery on their B2C and B2B environments and high amounts of waste due to lack of automation and the complex integration of +2,200 applications, 50 projects per year, and +4,000 IT employees. They were disabled by high operational costs and lack of efficiency, preventing growth and innovation.

The Solution by Softtek.

Leveraging agile pods for development and DevOps, we established a predictable release cadence for critical function applications and stabilized the preproduction environments. We applied digital enhancements to a strategic business unit that is worth over 1/3 of the client's revenue.

The Results.

We delivered faster time to value on critical business applications by 30%. We significantly reduced operational costs through increased efficiencies for a strategic business unit, while also generating increased revenue and profitability through pricing optimization, assortment management and new client business contracts.

ABOUT SOFTEK

Founded in 1982, Softtek is a global provider of process-driven IT solutions with 30 offices in North America, Latin America, Europe and Asia. With 15 Global Delivery Centers in the U.S., Mexico, China, Brazil, Argentina, Costa Rica, Spain, Hungary and India, Softtek helps improve time-to-business-solution, lower costs of existing applications, deliver better engineered and tested applications, and produce predictable outcomes for top-tier corporations in over 20 countries. Through on-site, on-shore and its trademarked Global Nearshore™ service delivery models, Softtek teams with CIOs to constantly increase the business value of IT. Softtek is the creator and a leader of the nearshore industry.

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