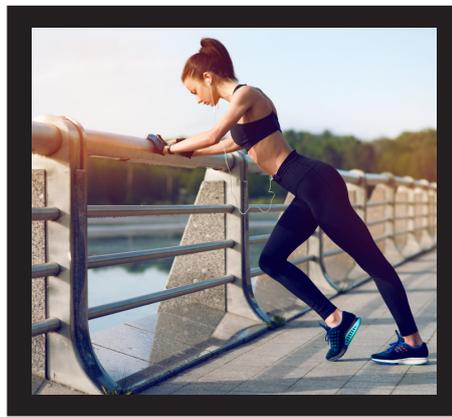


Sonata enables streamlined global operations for a leading apparel brand

When a leading apparel brand needed to enable streamlined global operations, it turned to Sonata Software. Our Microsoft Dynamics-platform-expertise enriched the existing systems to provide consistent retailing capability across channels and countries.



About the client

One of the leading apparel brands for active wear, our client operates hundreds of stores across Australia and the United States.



The context

As a growing global retailer, it was imperative for our client to provide consistent retail experience across channels and markets. But as the company grew, their existing IT system:

- Was not scalable in terms of enriched functionality
- Did not support multiple-country operations

- Did not support localization and statutory requirements

The company sought Sonata Software's expertise in implementing the Microsoft Dynamics platform to address its challenges.

The Sonata Software edge

Our deep engineering expertise on the Microsoft Dynamics stack, our Brick and Click Digital omnichannel retail platform intellectual property (IP) which is built on this stack, and a strong track record of delivering solutions to world-leading retailers made Sonata the ideal choice for this engagement.

Their ambition of growing both organically and inorganically across channels and geographies required a scalable and omnichannel platform solution.



A winning solution

The client's goal of quickly streamlining business operations and increasing productivity made the Sonata Accelerate platformation approach leveraging Microsoft Dynamics an obvious choice. Their ambition of growing both organically and inorganically across channels and geographies required a scalable and omnichannel platform solution. That's where our expertise in assessing, implementing, and supporting leading platforms paid off.

The Sonata Accelerate approach enabled us to

integrate their ERP system with the surrounding applications such as B2B and B2C commerce, payments gateway, and legal & statutory reporting, to help provide a multichannel multi-country retailing capability. Rolled out in seven countries – Australia, the US, New Zealand, China, Hong Kong, Singapore, and the Netherlands – our solution ensured consistent experience in multiple geographies for the customer.



Technology

Microsoft Dynamics

Benefits

Our solution delivered five important benefits to the client

- **Consistent multichannel presence:** Integration with surrounding applications such as B2B, B2C, and payments gateway ensured a consistent multichannel customer experience and operations
- **Multi-country and multi-currency features** for seamless global operation on one system
- **Support for country-specific localization and statutory requirements:** Integration with applications such as legal and statutory reporting ensured that the new enhanced system supported country-specific localization and conformance
- **Rollout in seven countries:** The enhanced systems were rolled out in seven countries – Australia, the US, New Zealand, China, Hong Kong, Singapore, and the Netherlands – to ensure a consistent experience across geographies
- **A strong platform** for steady global growth of the retailer was established



San Francisco | Seattle | Atlanta | New York | London | Qatar | Bangalore | Hyderabad | Singapore | Sydney

info@sonata-software.com | www.sonata-software.com

Follow us on     