



MODERNIZED IN-STORE AND WHOLESALE PROCESSES IN A MULTI-COUNTRY RETAILER



A well-known activewear label transformed their retail operations as well as customer experience in the backdrop of their global expansion plans by implementing MS Dynamics and Sonata's Brick & Click platform.



From Sonata Software, **the Platformation™ Company**

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Increased revenue growth by ensuring superior customer service

200
STORES

57
STOCKISTS

300+
POS TERMINALS

CONTEXT AND NEEDS

The client is a widely-recognized women's active wear brand, with both retail and wholesale operations. Their retail arm consists of over 200 stores in Australia and the US, while the wholesale business is ecommerce driven.

As a growth objective, the company wished to expand their global footprint while being responsive to local needs such as currency and regulatory compliance. Additionally, the company was struggling to balance customer service levels with efficient store and wholesale operations.

SONATA SOLUTIONS

Sonata implemented an integrated solution for the client's in-store and wholesale operations.

- Standardized retail & wholesale operations using MS Dynamics and Sonata's Brick and Click platform
- Global store-front template with integrated inventory, warehouse, and finance management including advanced forecasting capabilities
- Customized POS interface implemented in 300 stores across 7 countries
- Global platform with relevant local customizations for compliance, language, and currency
- Integrations with multiple third-party applications: ecommerce, payments, marketplace

With Sonata's help, the client ensured **efficient operations** across countries, while witnessing a successful roll-out of their expansion strategy.

RESULTS

20%
FEWER STOCKOUTS
due to better
forecasting

Consistent
CUSTOMER EXPERIENCE
across
geographies

Single
GLOBAL SYSTEM
with country specific
localizations