



Global Jeweler engineers enhanced omni-channel customer experience with cloud-first and platform first approach

About the Customer

Our client is a Global Jewellery chain that specializes in timeless pieces with a deep focus in customer service with a presence of 300+ stores across Australia, New Zealand & Canada.

The company is Headquartered in Brisbane, Australia and has 2600+ employees. For over 40 years they have earned the reputation for quality jewellery.



GEOGRAPHY

Australia, Canada and New Zealand



INDUSTRY

Jewellery Retailer



Business Context

Our Client takes pride in timeless jewelry and outstanding customer service but in building an enhanced customer experience seemed daunting due aging legacy in-house IT systems.

Need of the hour was to transform the way of doing business and adopt a platform-based business model approach of offering customers with multi-channels to experience and buy jewelry.

Such initiative required engineering a platform that offers multiple channels with great experience to engage and buy, a connected digital business processes with a cloud-based ERP

system and an analytics platform to provide a peerless point of sale customer experience.

Delightful customer experience meant omni channel experience. Sonata engineered omni channel experience capability, supported it with scalable and intelligent commerce and product Information Management capability.

Customer experience capabilities were Integrated with cloud-based Dynamics 365 for customer service operations and retail operations helping them in digitalizing operation and achieve a command center visibility of store network.

Key Drivers:

- A Platform that could re-align Jeweler operations end to end from multi-channel capability to connected digital processes to ensure a great customer experience
- A platform that will helps merchant and product teams trust to achieve scale along side customer experience
- A platform that helps Improve Margins with significant operational efficiencies



Partnership with Sonata

Our Client has chosen Sonata as the Strategic Partner due to our Retail Industry Expertise and outstanding Microsoft Full Stack Capabilities to meet their Digital Transformation needs. Sonata helped engineer the platform with a combination services that include Azure Digital Services to build omni channel components, custom sub platforms, Modernizing Digital Process with Dynamics 365.

Engagement

The following Platform Engineering Services were deployed during this engagement.

- Assessment Services
- Dynamics 365 Implementation
- Modern Experience Engineering, API Engineering, Custom Platform Engineering
- Modern Engineering deploying Agile and DevOps
- Digital Assurance Services



Solution

Platform was designed with following Major Cloud and Technologies

- Dynamics 365
- Azure
- Modern Experience with Angular 8
- Custom Integration Services
- Azure DevOps



Business Benefits

- End to end Digital Processes with platform approach
- Enable business flexibility – new product variations, adding new vendors became easy
- Decoupled the product management for retail & manufacturing divisions
- Reduced cost of ownership due to cloud-native services



Sonata Service Catalogs Used: UX Platform Engineering, API Platform Engineering

WHY SONATA?

Sonata's Platform Engineering, based on Platformation (open, connected, scalable and intelligent), helps ISVs and Platform companies to

1. Build Platforms for digital economy
2. Modernize Legacy ISV into platforms
3. NextGen global support services for modern platforms

Sonata is a global technology company, that enables successful platform based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking-led innovation and strategic engagement models to deliver sustained long term value to customers. A trusted partner of world leaders in the Retail, Manufacturing, Distribution, Travel, services and Software industries, Sonata's solution portfolio includes its own digital platforms such as Brick & Click Retail Platform®, Modern Distribution Platform®, Rezopia Digital Travel Platform®, Kartopia E-commerce Platform®, Halosys enterprise development automation Platform®, and CTRM Commodity trading and risk management Platform®, KODO - AI powered customer experience (CX) Platform, Sonata's Platformation realization services have been specifically designed so that implementation of services on Microsoft Dynamics 365, Microsoft Azure, AWS, Cloud Engineering, Managed Services as well as on new digital technologies like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security, deliver to the Platformation promise. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.



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Enterprises today focus on customer-centric business model and use innovative platforms as a significant differentiator in their industry. There is a significant shift in the way software products are rolled out – Traditional On-Prem and Perpetual Licensing is giving way to Cloud-based, Pay as you go model; Browser-based access has been replaced by multichannel and omnichannel access; Need to provide real-time API based integration to operate in the larger ecosystem.

Therefore today's ISVs must make the leap from software products to Digital Platforms to

- Accelerate transformation Agenda and generate competitive advantage.
- Help adapt newer Business Models, Avenues, Geographies
- Build a connected ecosystem to achieve operational excellence
- Build an ecosystem for a superior end to end Customers experience
- Innovate faster – through matured processes, automation, and tools

Sonata is a global Microsoft ISV Dev Centre partner specialising in building platforms using some or the full range of Modern Workspace, Biz Apps, Data & AI and Apps & Infrastructure. We leverage our 360-degree relationship with Microsoft in the execution of our projects. Sonata has over 200 successful ISV engagements and delivered 500+ products globally.

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