

# Aligning IT to Business to Meet Growth Needs for a Leading Indian Fashion Retailer



## SITUATION

To support its supply chain process, the client had implemented a Supply Chain Management (SCM) system based on MOVEX ERP platform. Being a legacy system the platform had outgrown its usability and had been failing under the twin pressures of meeting new business needs as well as high cost of support and maintenance

## IMPACT

It was becoming increasingly difficult to scale up the existing application to meet the client's business expansion needs. Naturally, business was impacted due to sub-optimal performance of the legacy IT landscape. Additionally, high support and maintenance cost for the existing application restricted further technology investment

## RESOLUTION

ITC Infotech did a thorough assessment of the client's existing IT infrastructure and business processes to understand current competency as well as capability to support the future business growth. Based on the assessment, ITC Infotech designed the required technology roadmap for the company. Further, a best practice process analysis to future proof the business was conducted. This helped the client gain critical insights into current and future state of business with respect to process definitions

## The Customer

The customer is an India based fashion retailer with a portfolio of iconic brands offered through diverse channels including exclusive retail stores, franchise operations and online channels that contribute significantly to its top line.

The company produces and distributes a range of apparel, accessories, and personal care products with a pan-India presence. The company manufactures apparels through subsidiary business units and sub-contracts manufacturing process to third party vendors as well.

## The Need

Being into the business of fashion retailing, the key sales medium of the client is the garment retail channel, signature showrooms and online portals. In order to gain higher market share, the client wanted to scale up its business and plan a future growth roadmap sustaining for 5-7 years. To achieve its goal, the customer wanted to have an integrated system in place based on latest technology platform that is capable of supporting the business expansion plan, and enable effective and efficient execution of its supply chain management functionalities.

The client had already implemented a Supply Chain Management (SCM) system based on MOVEX ERP platform. However, being a legacy system the platform had outgrown its usability and was failing to support the current and future business growth needs. Any kind of feature/functionality enhancements as well as supporting the platform had become an expensive affair for the client.

The client therefore, wanted to engage a partner with required skill sets who could do an evaluation assessment of whether the existing technology platform was robust enough, both functionally and technically, to support its 5-7 years business expansion plan.

The key business needs for the client were:

- Simplify business processes and reduce complexity by standardization and automation to manage growth
- Improve scalability of technology backbone to better meet increased business volume from wider geography and larger product lines
- Increase flexibility of current business processes by providing faster transition to newer processes
- Incorporate global best practices with relevant industry and business model context to lay the platform for next phase of business growth

## The Solution

ITC Infotech did a thorough assessment of the client's existing IT infrastructure to understand the current competency as well as capability to support the client's future business growth. Based on the assessment, ITC Infotech designed the required technology roadmap for the company.

The evaluation confirmed that the existing technology platform was not adequate to support the client's business expansion plans and needs to be retired and replaced by implementing a new age ERP application, based on latest technology. In order to achieve best result, ITC Infotech team did a thorough As-Is process assessment of all client business divisions based on industry best practices, and analyzed the areas that required process improvement. Based on the analysis ITC Infotech developed the To-Be business process blueprint, and also shortlisted five packaged vendors whose product would be best suitable to support the client's future business escalation needs. This was followed by developing the RFP process wherein ITC



Infotech team prepared the RFP and shared with the client to be used for choosing the correct package vendor and the solution platform.

On completion of this engagement, the client's senior management was equipped with the following business-

Below are the steps followed by ITC Infotech while providing consulting services to the client:

- Assessed current ERP implementation and its adequacy to support future business expansion needs
- Conducted an enterprise level business process analysis and developed To-Be process templates for the business
- Helped define the enterprise Business IT roadmap for the client through detailed process analysis and technology selection processes
- Assessed current application landscape and found the need to migrate to a new sophisticated application landscape
- Recommended a refresh for the enterprise application portfolio to keep Technology alignment with Business needs over the short term, medium term and long term objectives
- Designed and developed the RFP for evaluation of enterprise application vendors
- Recommended future state of Business and potential ERP products which will suit their Business needs
- Evaluated potential ERP products / solutions
- Prepared a detailed RFP, ready for release to Solution vendors

impacting information and deliverables:

- The necessity to migrate to a new age sophisticated application landscape
- Future state Business process blueprint
- Total Cost of ownership for the shortlisted potential ERP products
- RFP to run final demo based evaluation of enterprise application vendors

This helped the client in making a long-term strategic decision with respect to aligning IT with its business.

## Business Benefits

- Identified areas of process improvements through ITC Infotech's exclusive external benchmarking approach
- Improved and more efficient business processes designed to meet future business needs
- Assisted the client in determining future needs on processes and applications that are aligned to business growth strategies and vision for the next 5-7 years
- Facilitated the development of a Future State Process and Application Blueprint



### **ITC Infotech's Business Consulting Practice**

The Business Consulting Group (BCG) at ITC Infotech is a converging point for business & IT solutions. We aim to transform business performance, bringing a strategic perspective on process improvement and IT enablement. Our team blends domain experts and consultants, bringing unique capabilities to discover and resolve business concerns of the day.

Our expertise spans Consumer Goods, Retail, Process Industry, Logistics & Transportation, across key business functions such as product development, production, supply chain management, sales and marketing management, field force management, and customer relationship management.

For more information, please write to:

**[contact.us@itcinfotech.com](mailto:contact.us@itcinfotech.com)**

[www.itcinfotech.com](http://www.itcinfotech.com)