



Enabling Digital Transformation for a Global Jeweller through our Retail Industry and Dynamics Expertise

About the Customer

The 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 35 years they have earned the reputation for quality jewellery.



Business & Technology Drivers

The company realised Legacy in-house IT systems were impeding its growth plans & wanted to Digitise its business operations and improve customer experience. The company was looking for a Strategic Partner with Retail Industry Expertise and Outstanding Digital Capabilities to meet their Digital Transformation Agenda.

The key areas of this agenda were:

- The transition from Legacy Systems to Dynamics 365 Finance, Operations & Commerce
- Optimizing Software Footprint and Establishing a unified view of the systems
- Efficient Warehouse Management and a Modern Point of Sale
- Effective Order fulfilment through eCommerce
- Improved insights on Consumer Behaviour
- A seamlessly integrated Application to Design the Products and to Manage the Product Life cycle

Solution

Sonata brought in Dynamics & Retail Industry expertise and helped the firm in achieving its Transformation agenda.

- Proposed a strategy for Transition from Legacy Systems
- Deployed Dynamics 365 Finance & Operations & Point of Sale (POS) and enabled ecommerce
- Monitoring Dynamics 365 operations & Monitoring performance through real-time Retail POS scenario Simulations
- **A dedicated Point of Sale (POS) testing lab:** Payment testing for a wide range of payment connectors
- Sonata designed & deployed **Product information management** application
- **Test Strategy** using Azure DevOps for entire Application landscape: Product Information Management (PIM), Legacy ERP, Dynamics 365, Retail Point of Sale (POS) which included **Functional & Performance testing**
- Testing Marketing Campaigns



Benefits

The engagement provided the client with better visibility on the Business Operations and helped transform Retail Store experience.

- Dynamics 365 Implementation **supported their store expansion strategy** and provided better insights on operations
- **Better order fulfilment** achieved through the integrated solution including Dynamics 365, Point of Sale (POS) and Product information Management application (PIM)
- **An improved customer experience** through personalized suggestions based on the Product Information Management (PIM) insights
- **Enhanced productivity** with smoother operations of warehouse management and modern Point of Sale
- Sonata's firm test strategy simplified the testing of complex application landscape & **ensured smoother Go Live**
- Reusable Test cases **reduced deployment time** of the transformed ecosystem
- **A unified view of the integrated systems** is established
- **Hassle-free performance monitoring** of the complete system



WHY SONATA?

Crafting a personalized experience has been a significant differentiator for retailers. We understand that the core principles of retail and the emerging trends of digital transformation in the Retail. With the track record of delivering futuristic solutions, we help retailers to redefine the boundaries of engagement with customers across their journey, from home to store to social-media.

Sonata's platformation approach helps clients to choose a solution that best fits their needs; balancing readily available platforms and solution customization

1. **Sonata READY:** End-to-end, industry-specific digital business platforms
2. **Sonata ACCELERATE:** Deploy popular horizontal platforms adding required functionality
3. **Sonata CUSTOM:** Engineer custom platforms that deliver unique digital capability and scalability

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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