

Success Story:

Quickborn successfully implements Oracle Retail Applications at the grocery stores of a European department store retail icon

A European department store retail icon has successfully gone live on their Oracle Retail system for grocery business. Quickborn led the build and integration phase of this implementation project as a prime consulting and integration service provider, and supported the client in all the steps of the project from design to solution deployment.

Objective of the project

The client is currently running Gourmet grocery stores, Gourmet grocery shops and Restauration stores with more than 7000 products. These three groups of stores used to be managed through three different merchandise systems. The primary objectives of the project were:

- Integrating the back office operations of Gourmet and Restauration stores into the same merchandise platform as the rest of the retailer's department store business by the end of the year 2014
- Renovating all the back office applications and hardware of the grocery stores
- Updating to the latest version of the Oracle Retail Suite for the grocery business

Scope of the project

The Oracle Retail Suite application modules deployed included Oracle Retail Merchandising System (RMS), Oracle Retail Price Management (RPM), Oracle Retail Allocation (Alloc), Oracle Retail Store Inventory Management (SIM) and Oracle Retail Integration Bus (RIB).

The implementation of the Oracle Merchandise Operations Management (MOM) was executed through two separate phases; of which Oracle led the Solution Design phase with the assistance of Quickborn Consulting, and Quickborn led the Solution Realization phase from the build and test to the solution integration and deployment in collaboration with the customer. Throughout the project Oracle maintained a role ensuring that the solution was implemented as architected and designed. The objective of this approach was to minimize risk and complexity of the project and to respect the short integration deadline set by the client.

Challenges

The main challenge of the project was that due to new requirements vital to the business, the scope was changed during the build phase. However, the deadline for the Go Live remained the same as the deployment was tied to the physical opening of the retailer's flagship grocery store. Synchronizing these two enabled to limit the change management impact to the end users. As the project scope remarkably increased and new activities were integrated under the same planning, it meant working against very tight deadlines implementing a lot of applications in a record time. And in parallel, ensuring smooth integration of the coexisting Oracle Retail system versions used for the retailer's food and non-food businesses. Quickborn successfully overcame these challenges thanks to its high level of functional and technical expertise and an effective collaboration with the client's business side, already experienced with Oracle Retail application implementations.

Results

From a strategic perspective this implementation gives the retailer several benefits:

- Allows the retailer to manage all its items and stores in its own IT systems, providing a common merchandising system platform both for its food and non-food activities
- Provides expanded capability available to users focused on the food stores (break-to-sell, build-to-sell, packs, catchweight, etc.)
- Enable key pillars for growth such as franchisee, multi-channel and internationalization
- Lowers TCO (total cost of ownership) for system support and maintenance
- Provides new functionality, updated processes, and optimal speed to value.

Quickborn continues to work with the client providing support for Oracle Retail Applications and specific developments undertaken by the business.