



IMPROVING CUSTOMER-FACING SERVICES WITH APPLICATION INTEGRATION

ORGANIZATION

Our client is a well-recognized retail apparel chain headquartered in Texas and operating 1,500+ stores in the US and Canada. The company has acquired many big market players as its subsidiaries. They offer men's and women's clothing, footwear, tuxedo rentals, and suit pressing with quality, fashion, and innovation as central parts of each product. The company has many warehouse facilities with a reliable supply chain mechanism. Globally, around 22,500 employees are providing high-quality shopping experience across their brands.

CHALLENGE

The client offers custom clothing as a popular service through most store facilities across North America, customizing products with various fabrics and measurements to meet customer needs and tastes. Our client has different outsourcing partners in China and India to fulfill custom orders through their factories. Having the orders fulfilled by third-party factories has several challenges:

1. The inventory details for different fabrics are not available to customers booking customized clothing orders at the store, leading to delays in order fulfillment and sometimes delivery failure.
2. Given different geographical locations, order updates, and cancellations are not accepted once the customer books the order. Eventually, this led to a drop in customer satisfaction and negative reviews.

XTIVIA's enterprise integrations team performed an analysis of the system's existing integration patterns and offered a feasible TIBCO-based solution after consulting with the client's partner factories. Now, partner factories' inventory details are available in the custom clothing system and updated daily. Additionally, all customers receive order updates within 24 hours of placing the order, and they're able to cancel any order within the same time frame.

SOLUTION

XTIVIA enterprise integrations team provided tailored solutions with industry-leading standards for integration solutions.

- Adoption of microservice architectural style to minimize interdependencies on application components.
- Integrated our client's Universe, custom system, and Distribution Order Management (DOM) systems with their partner factories like RedCollor, Dayang, JackVictor, SilverSpark, Sunshine, and Kattan.
- Designed message persistent and scalable architecture with File FTP, SOAP and RESTful Web Services.
- Used TIBCO BusinessWorks and TIBCO Enterprise Messaging Service (EMS) as the central integration platform.
- Developed and deployed TIBCO applications.
- Provided deployment management and post-production validations and support.

BY THE NUMBERS:

- 1,500+ North American Stores
- 65+ Million eCommerce Site Visits
- 37+ Million Loyalty Customers

KEYWORDS

Application Integration, Application Programming Interface (API), Service Oriented Architecture (SOA), JMS, REST, SOAP, OAuth

SOFTWARE

TIBCO BusinessWorks, TIBCO EMS, Oracle, PL/SQL, Salesforce, Datapower, Universe, UC4

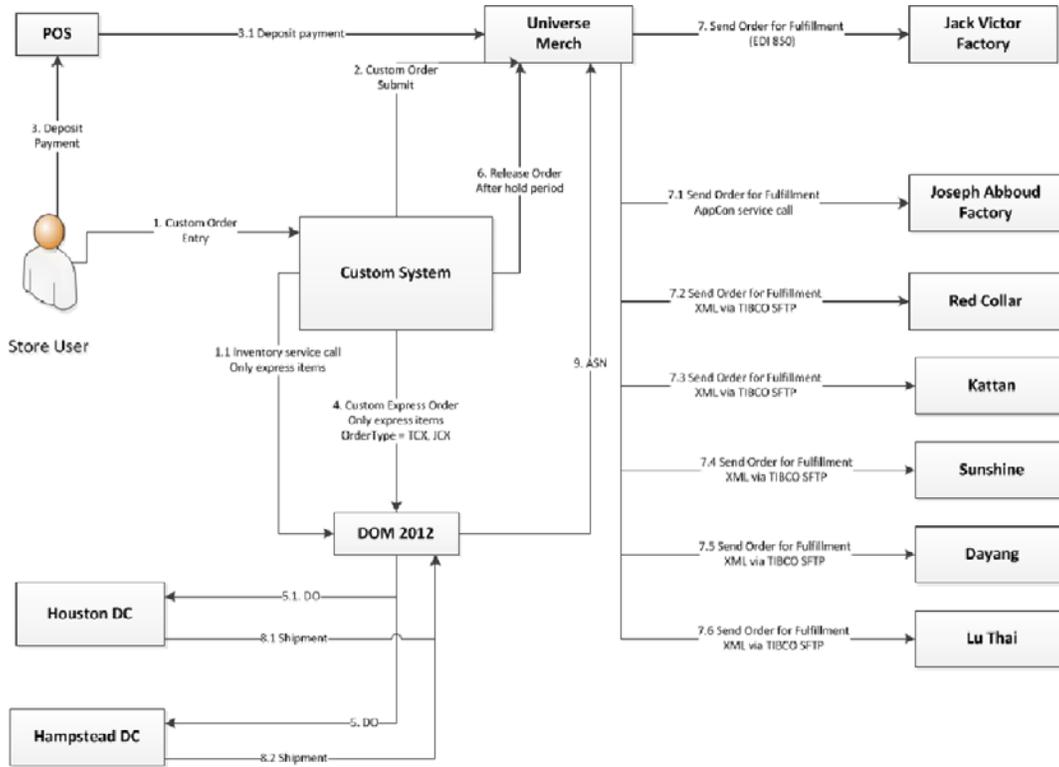




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SOLUTION (CONTINUED)

Regular Custom and Express Flow Diagram



Technical representation of the custom clothing system integration with different partner factories and in-house systems.

BUSINESS RESULT

Upon completing the project, our client saw an increase in business revenue from improvisation in the order management system with strong integration between our client and partner factories. They've also noticed a significant increase in the custom order sales due to high customer satisfaction with the new order updates and cancellation facility.

XTIVIA OVERVIEW

XTIVIA is a proven technology integration and innovation company known for delivering leading-edge technology solutions to our clients' specific requirements, regardless of project complexity. We bring next-level business operations to reality through Application Development, Business Intelligence, Data Warehousing, Database Support & Management, Enterprise Information Management, Digital Experience Solutions and Enterprise Resource Planning. Our success stems from a demonstrated ability to deliver deep expertise via professional services, empowering clients to leverage their chosen technology successfully, competitively and profitably. XTIVIA has offices in Colorado, New York, New Jersey, Missouri, Texas, Virginia, and India. <https://www.xtivia.com>