

# Empowering a Leading Retailer: Real-Time Inventory and Customer-Centric Solutions

## ORGANIZATION

Our client is a renowned retail apparel chain headquartered in Texas, operating over 1,500 stores across the US and Canada. As a leader in the fashion retail industry, the company has strategically acquired several prominent market players as subsidiaries, further expanding its market presence. Backed by a robust supply chain and warehouse network, their team of approximately 22,500 employees provides a high-touch, personalized shopping experience, driving loyalty across all their brands.

## CHALLENGE

One of the client's most sought-after services is custom clothing, available in most stores across North America. This service enables customers to personalize clothing items by selecting from various fabrics and providing custom measurements tailored to their preferences. However, fulfilling these custom orders presents significant challenges:

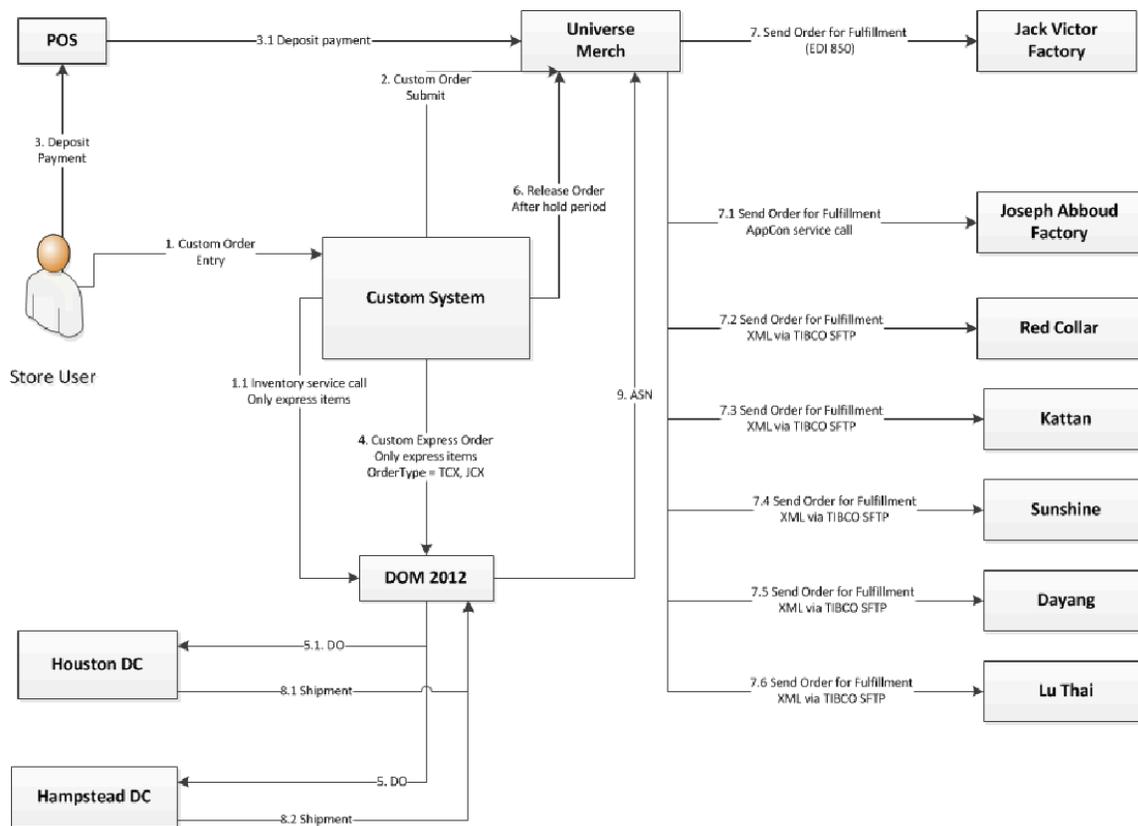
- **Lack of Real-Time Inventory Visibility:** Customers booking custom clothing orders at stores faced delays because inventory details for available fabrics from partner factories in China and India were not visible at the time of booking. This often resulted in fulfillment delays and occasional delivery failures.
- **Rigid Order Management:** Due to geographical and logistical complexities, the client's system did not allow order updates or cancellations once an order was placed. This limitation negatively impacted customer satisfaction, leading to dissatisfaction and adverse reviews.

## TECHNICAL SOLUTION

XTIVIA's Enterprise Integrations team conducted a comprehensive analysis of the client's existing integration framework and collaborated with their partner factories to design a transformative solution. By leveraging cutting-edge technologies and best practices, XTIVIA delivered a robust, TIBCO-based integration platform that streamlined operations and enhanced customer experience:

- **Microservices Architecture:** Implemented a microservices-based design to minimize interdependencies among application components, ensuring scalability and flexibility.
- **End-to-End System Integration:** Seamlessly integrated the client's Universe, Custom System, and Distribution Order Management systems with partner factories, including RedCollar, Dayang, Jack Victor, Silver Spark, Sunsfng, and Kattan.

- **Advanced Messaging and Communication:** Designed a persistent, scalable architecture using File FTP, SOAP, and RESTful web services to facilitate reliable data exchange.
- **Centralized Integration Platform:** Utilized TIBCO BusinessWorks and TIBCO Enterprise Messaging Service as the core platforms for integration, ensuring seamless connectivity and performance.
- **Deployment Excellence:** Developed and deployed TIBCO applications, ensuring smooth implementation through deployment management, post-production validation, and continuous support.
- **Real-Time Inventory Updates:** Enabled daily updates from partner factories, ensuring real-time inventory visibility for fabrics.
- **Enhanced Customer Experience:** Implemented functionality to provide customers with order updates within 24 hours and introduced a 24-hour order cancellation window, significantly improving flexibility and satisfaction.



Regular Custom and Custom Express Flow diagram

Senthil Sethuraman 10/24/2018

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

## BUSINESS RESULT

The integration project delivered measurable business benefits, reinforcing the client's position as a leader in the retail industry:

- **Increased Revenue:** Improved order management and seamless integration with partner factories resulted in higher sales of custom clothing products.
- **Enhanced Customer Satisfaction:** The introduction of real-time order updates and a cancellation option elevated the overall customer experience, earning positive reviews and fostering brand loyalty.
- **Operational Efficiency:** Streamlined processes and a scalable, reliable integration platform reduced operational bottlenecks, paving the way for future innovations.

XTIVIA's solution resolved the client's immediate challenges and equipped them with a future-proof integration framework, enabling them to continue delivering exceptional value to their customers.

## KEYWORDS

*Application Integration, Application Programming Interfaces(API), JMS, REST, SOAP, OAUTH, JSON, FTP, TIBCO, TIBCO Business Works, TIBCO EMS, WebServices, UC4*

## SOFTWARE

*TIBCO Business Works, TIBCO EMS, Rest Service, WebService, UC4*

## ABOUT XTIVIA

At XTIVIA, we've provided IT solutions and consulting services for over 30 years. We offer a wide range of services, including technology assessments, IT service and asset management, software development, data analytics, cloud migration, DevSecOps, ERP, and enterprise content management. Our team of experts is dedicated to each discipline, ensuring that our clients receive the best possible service. We've partnered with industry leaders to bring our clients the latest solutions. Through strategic acquisitions, we've acquired talented people who are experts in their industries, passionate about what they do, and committed to providing exceptional service to our clients. Whether you need to improve your IT infrastructure or implement new software solutions, XTIVIA is here to help you achieve your business goals. Contact us today to learn more about our services. XTIVIA has offices in Colorado, New York, New Jersey, Texas, Virginia, and India. [www.xtivia.com](http://www.xtivia.com)