



Retail case study

Retail giant modernizes OMS with Google Cloud Platform

Unified Order Platform helps one retailer cut business user effort by 30%—and deliver seamless CX at lightning speed.

The challenge

Our client is one of the largest omnichannel retailers in North America. With a rapidly growing digital marketplace, the retailer needed to modernize its legacy applications so it could act on market trends and changes at accelerated speed. The company also needed to decrease its mainframe cost, estimated in millions of dollars at the time of the engagement, and expand its marketplace presence.

Other business challenges included:

- Monolithic systems with disparate technology and complex integrations with many dependencies
- Lack of business process integration across business units
- Inconsistent customer experiences across channels and business units
- High downtime during production deployments
- Minimal tooling and automation
- Inflexible business configuration management

To combat these issues, our client needed to develop a flexible, modern and scalable order management system (OMS). The company aimed to establish a common order management platform based on cloud-native architecture and microservices to enable rapid responses to digital

At a glance

Industry
Retail

Location
US

Challenge

Large number of legacy applications, inconsistent customer experiences across channels, high downtime during production deployments and lack of business process integration.

Products and services

A modernized order management system called the Unified Order Platform (UOP), built using microservices and Google Cloud Platform.

Success Highlights

- 350 capabilities implemented
- 45 systems integrated
- 90% of digital orders throttled and processed
- 30% decrease in business user effort

and microservices to enable rapid responses to digital marketplace demands. In addition, our client wanted to drive growth, enable new partnerships and achieve \$10 billion in annual digital sales.

The approach

Cognizant was chosen as the preferred partner due to our in-depth domain knowledge and unique solution with end-to-end ownership. We offered tool-based reverse and forward engineering, a recommendation of industry-leading features for the client's OMS and a Google Cloud scalable solution.

The Unified Order Platform

We helped the retailer develop a custom OMS using microservices and Google Cloud Platform, and we used an agile methodology to enable faster and phased delivery of the solution. Our client named this custom OMS solution, Unified Order Platform (UOP). The solution is domain-intensive and cloud-native. Built on microservice architecture, UOP enables mainframe rewrite capabilities, high performance and scalability.

The client's UOP includes diverse order fulfillment capabilities—ship-to-home, pick-up-in-store, ship-to-store, same-day delivery, special orders and vendor direct orders—offering flexible and timely delivery options as well as optimized last-mile delivery. The platform also has fraud validation, invoice generation, streamlined returns, exchanges processes, can merge or split orders as necessary and can be integrated with third-party delivery services.



Business outcomes

Our solution reduced the retailer's cut-over risk by moving traffic from the legacy mainframe system to UOP, covering 550 stores for a progressive rollout. We ensured UOP's seamless integration with our client's legacy ecosystem and enabled unified order visibility across channels. This established order detail and data harmonization between the legacy systems and the new OMS.

We helped our client implement 350 capabilities in more than 7,000 user stories across ten product-oriented delivery teams to meet business objectives. The solution included on-demand scalability, enabling seamless and cost-effective responsiveness to the demand spikes inherent in today's retail industry. In addition, granular visibility of customer orders and audits for associates improved service levels and enhanced customer experiences.

Other business benefits included:

- 45 dependent system integrations (on-prem/cloud/partners), covering more than 20,000 lines of mainframe code and establishing over 100 microservices
- 90% of digital orders throttled and processed
- 30% decrease in business user effort due to the use of an agile methodology

UOP can deliver value and return on investment continuously. Its microservices-based architecture enables flexibility and scalability, and the consolidated platform processes orders across various lines of business. This helped the retailer expand its marketplace presence and drive growth with new partners. With seamless order processes and improved customer service, our client can now deliver unforgettable customer experiences and grow at a faster pace than before.



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