

## Client Challenge

This billion-dollar company operates multiple store formats, including temporary pop-up locations, and carries over a million active items across hardline, fashion, consignment, convenience, and food. Stores are uniquely located across the globe, serving a wide range of customers. The company employs a two-decade-old core merchandising system, with several characteristics inherent in legacy environments:

- Multiple customizations result in replicated data over many database tables and a significant amount of aged data must be purged or archived
- Patchwork system architecture with pockets of homegrown and outdated technology
- Mature team following entrenched legacy processes

Further complexities include the requirement to use domestic-based vendors, VMI, DSD, products requiring unique serial number capture and tracking, restricted customer entry to stores with POS prompts for identification, and special orders.

## Parker Avery Solution

Parker Avery performed a multi-week software selection process including the following activities:

- Reviewed, validated, and augmented requirements through interviews and applying leading practices
- Researched and identified a vendor shortlist using cost ranges and functional and technical capabilities
- Drafted 'day in the life' demonstration scripts
- Facilitated vendor demonstrations and conducted post-demo summarization
- Issued RFP to selected vendors to understand cybersecurity, functional capabilities, delivery models, cost of ownership, and service levels

- Evaluated vendor responses and coordinated a second round of demonstrations targeting key functionality
- Built a cost and benefits/risk analysis with gaps and total cost estimates
- Provided support for client/vendor negotiations
- Outlined a data governance/migration strategy
- Delivered vendor selection recommendations to the client's executive team

## RESULTS



FUTURE  
CAPABILITIES  
CONFIRMED



SOLUTION  
ASSESSMENT  
COMPLETED



NEW  
SOLUTION  
SELECTED

The core merchandising system Parker Avery recommended was selected for implementation. The client is now positioned for future growth with a more robust system that will deliver new or updated functionality while allowing the client to better serve their customers, improve margin, and streamline their business. The selected solution will integrate with their existing technology footprint which reduces implementation costs and will maintain a seamless flow of key data with a new emphasis on data governance to maintain clean data post migration.

By leveraging the recommendations for negotiation and the cost/benefit risk assessment, the client is well-positioned to enter negotiations with the software vendor to secure favorable competitive pricing and long-term support.