



DECKERS BRANDS

Global clothing retailer improves operations and maintains rapid growth during BTM Global's strategic implementation and support services.

Quick Facts

BTM Global Services: Implementation, support, strategic technology planning

Solutions: Oracle Retail Enterprise suite

Scope: Eleven Oracle Retail products live in all stores on two continents within 15 months

Deckers Brands is a global leader in designing, marketing and distributing innovative footwear, apparel and accessories for the casual lifestyle and for high performance activities. Its portfolio includes Ahnu®, Mozo®, Sanuk®, Simple®, Teva®, Tsubo®, and UGG® Australia. Deckers Brands' products are sold in more than 50 countries and territories, and through select department and specialty stores, company-owned and operated stores, online stores and company-owned websites.

Project scope and challenge

To expand its brand, Deckers opened UGG Australia retail concept locations to showcase its complete product line. Growth for both direct and wholesale channels was dramatic, and with this success came rapid expansion into new markets.

SERVICES

- Software strategy consultation
- Solution definition
- Technology evaluation
- Architecture and infrastructure analysis
- Data conversion
- Software development and modifications
- Application deployment
- Operational monitoring
- Project delivery management

However, Deckers was still dependent on its legacy system, manual and spreadsheet-based tools, and a disjointed and limited point-of-sale (POS) system that couldn't support its growth. It had to establish a foundation that would vertically integrate retail with wholesale operations already using Oracle® ERP, while empowering the retail team with the right tools to operate the business. Deckers sought an expert technology partner to bring this project to fruition and follow retail best practices.

Services

Deckers Brands selected BTM Global because of its proven success and extensive retail experience. BTM Global was charged with establishing the retail system foundation, business processes and retail infrastructure.

Its services included:

- Software strategy consultation
- Solution definition
- Technology evaluation
- Architecture and infrastructure analysis
- Data conversion
- Software development and modifications
- Application deployment
- Operational monitoring
- Project delivery management

BTM Global began by assessing the retail strategy and operations. Identifying critical system and business requirements, it provided Deckers with a comprehensive analysis and a short list of possible software solutions. BTM Global led Deckers through a focused software selection process, emphasizing scalability for long-term growth, support for an international presence, and a proven and well-established set of tools and business processes. Deckers selected the Oracle Retail Enterprise suite. BTM Global's engagement was extended to deliver this mission-critical program.

To support the upcoming holiday season, 11 Oracle Retail products – including Merchandise Operations, Store Operations, Merchandise Planning and Retail Integration Bus – had to go live in North American and European stores within 15 months.

Results

BTM Global led the program team, including resources from Deckers and Veltio (its strategic partner in planning applications), along with its own development team.

The short timeline could only be met by using several strategic decisions and guiding principles throughout the program, which included limiting custom modifications. The solution definition would also have to support a single instance of the software across all regions, as this would be a better fit for Deckers' retail store footprint, global operations and limited support resources. Finally, an iterative and parallel program delivery schedule with short milestones and go-lives would be leveraged to keep everything on track.

BTM Global aligned Deckers' business practices with industry standards, defining implementation priorities in the iterative schedule. Merchandise planning would occur early, as improved visibility and reduced manual processes could produce immediate returns. The necessary merchandise foundational data and planning applications were part of this initial phase, implemented in parallel, and launched into production within seven months.

Less than 12 months into the program, the remaining merchandise and store operations software was piloted in a limited number of stores. Once stability and process conformity were approved, the project team brought the system live across the U.S. within three weeks. At the same time, the team continued additional localization efforts for subsequent rollouts to Canada and across Europe, all of which were completed in 15 months from the start date. Store implementations in Asia-Pacific have followed.

Delivery has been a success. Deckers continued its rapid expansion, more than doubling its retail footprint since the program's inception. Retail sales rose significantly.

Streamlining retail operations with an international retail enterprise suite has been essential to Deckers' growth. Deckers can move forward confidently, knowing BTM Global will support its growing staff and ensure continued solution success.

Find out more at btmglobal.com
Contact us at 612-238-8800

