A low-angle, upward-looking photograph of a person wearing a blue and white patterned dress. The dress features a wide white band with a gold-colored geometric pattern. The person's arms are raised, and the dress is billowing out against a clear, light blue sky. The lighting is bright, suggesting a sunny day.

Empowering exceptional service
through technology

ARITZIA

A black and white photograph of a rural landscape. In the foreground, there is a large, semi-transparent white geometric shape, possibly a stylized letter 'A' or a similar abstract form, which serves as a background for the text. The landscape behind it features tall, dry grass, a wire fence, and some trees in the distance. The lighting is bright, creating a high-contrast scene.

Aritzia is an innovative design
house and fashion boutique.

- Video



Our History

1984 Founded by the Hill family with our first store in Vancouver

1999 After expanding to five stores in Vancouver, we opened stores in Toronto and Calgary

2007 Opened our first two U.S. stores in Seattle and Santa Clara

2011 Opened our first NYC Flagship store in SoHo

2012 Launched eCommerce in Canada & the US

2016 Launched International eCommerce

2016 Filed IPO on the Toronto Stock Exchange

OUR BRANDS

BABATON

Fall 1994

Tna

Fall 1997

wilfred

Spring 2006

TALULA

Spring 1996

Community

Fall 2006

wilfred free

Spring 2009

1—01

Winter 2015

GOLDEN

Fall 2015

le fou wilfred

Fall 2009

The Group

Fall 2016

The Constant.

Spring 2017

**little
moon**

Spring 2017

OUR STORES



A low-angle photograph of a green cactus with several arms reaching upwards. The cactus is set against a clear, deep blue sky. Several thin, dark power lines stretch horizontally across the frame. The text "POS PROJECT" is centered in the middle of the image in a white, sans-serif font.

POS PROJECT

- ✓ Our old POS was 20 years old
- ✓ Our support contract had expired
- ✓ Hardware was no longer available to run the software
- ✓ Data was straining the system

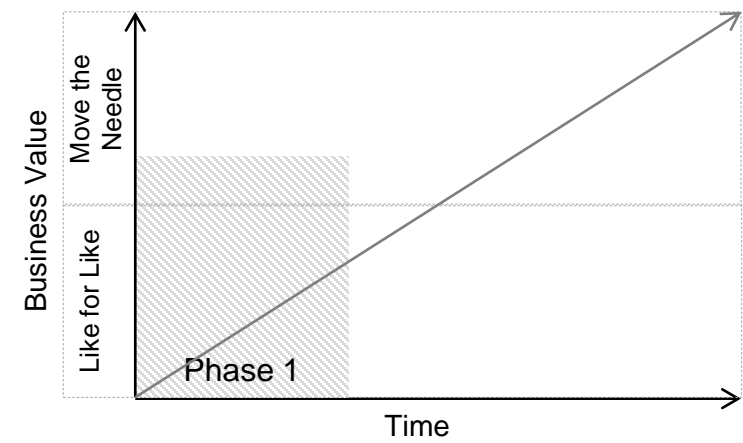


Step 1: Think Big

Gathered 1,200 business requirements

Step 2: Focus for Phase 1

Zoned in on Mission Critical requirements for Phase 1



A woman with dark hair, wearing a long beige coat over a white dress and black boots, stands on a rocky shore. She is looking out at the ocean under a sunset sky. The text "WHO – OUR PARTNER" is overlaid in white.

WHO – OUR PARTNER

Software

Consulting Partner

Hardware

Database

2013: Microsoft SQL Server

2016: Oracle Tech Stack was preferred

Applications

Order Broker

Customer Engagement

Approach

On premise v Cloud

V15 v V16



TECHNOLOGY SET UP



HOW - OUR APPROACH

Focused scope

Minimal number of mods (upgradability)

Iterative approach with builds

Planned for build between pilot and go live...but didn't use this build – went live with pilot build

Integrated payments – de-scoped to phase 2

JULY 2016 Internal Team mobilized

OCTOBER 2016 Work with Oracle commenced

DECEMBER 2016 Decision to go with v16 / on premise

AUGUST 2017 Pilot

NOVEMBER 2017 All stores on new POS

WHEN – OUR TIMELINE



A black and white photograph of a woman with long, dark hair, wearing a thick, textured knit sweater. She is looking down and slightly to the left, with her hand near her face. The background is plain white.

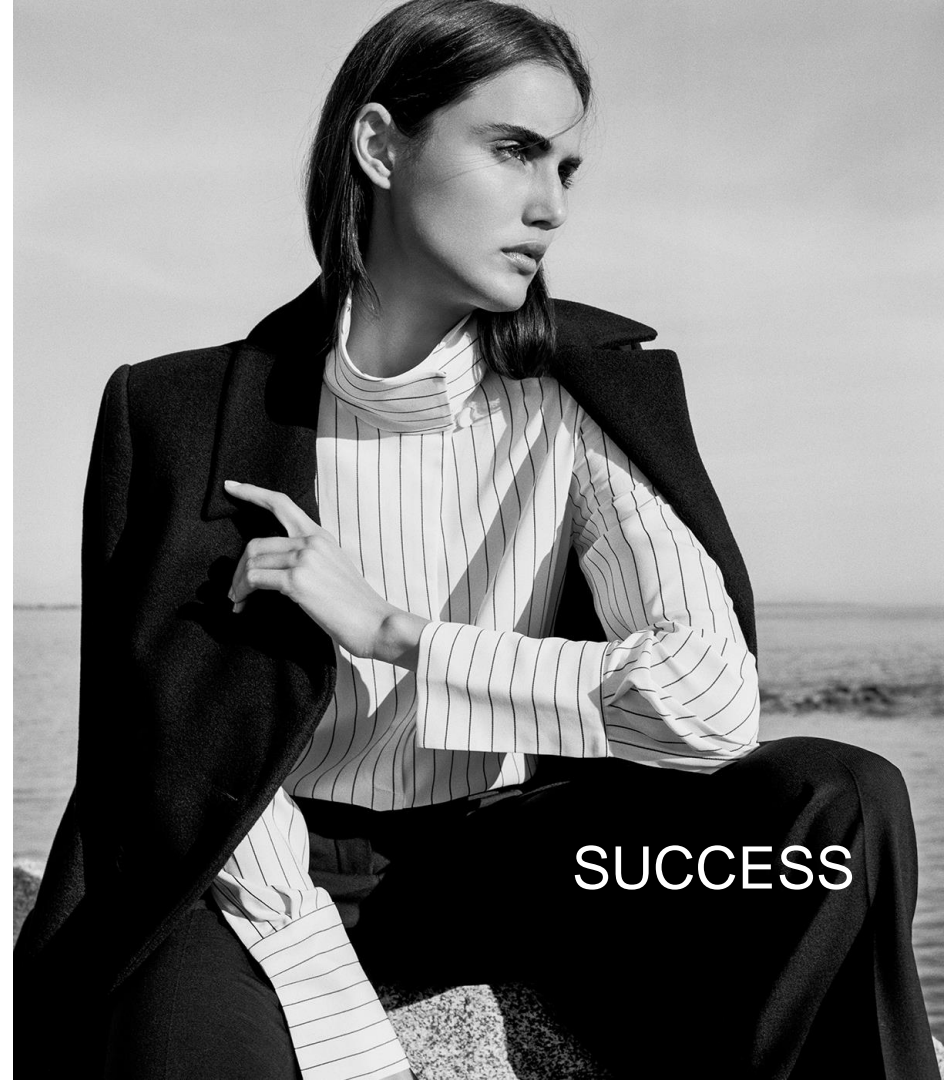
IN 7 WEEKS, WE DEPLOYED
TO ~90 STORES

We led 500 training sessions, training 2,000 individuals in 7 weeks

Since Go Live...

More than 155,000 orders placed through Order Broker to date

3,000,000 transactions through POS





LESSONS LEARNED

Narrow scope

Minimal mods / ease of upgrade

Knowing in advance how painful integrated payments is

Know what your getting into with Shipping / Receiving

Don't underestimate testing time!

Be careful about when to add a maintenance pack

Solid deployment strategy

Leverage the foundation for omni

Leverage our customer data and enable our store staff to better service our customers

Look at v17 to see if we should upgrade in the next 12 months (some key order broker changes and some interesting omni advancements)

A woman with long dark hair, wearing a black blazer and large hoop earrings, is looking down and adjusting her earring. The background is a bright blue sky with scattered white clouds.

WHAT IS NEXT

A person wearing a long, flowing white robe is shown from the waist down, standing against a bright, hazy sky. The robe is draped and flowing, with a dark shadow cast across its front. The background is a soft, golden light, suggesting a sunset or sunrise, with faint silhouettes of hills or mountains in the distance. The text "Thank You" is overlaid in the center in a white, sans-serif font.

Thank You