LOUIS VUITTON

ACCOMPANY OUR CLIENTS THROUGH AN EXCEPTIONAL OMNICHANNEL JOURNEY

LOUIS VUITTON

1821-1892

Founder and Visionary

IDENTITY

1854	1998	2002	2004	2012	2016
LEATHERGOODS	READY-TO-WEAR ACCESSORIES & SHOES	WATCHES	JEWELRY	WRITING	LES PARFUMS LOUIS VUITTON

Creative fields

IDENTITY

+19 000
EMPLOYEES
49% in stores
31% in workshops
20% in support function

60 +
COUNTRIES

460 +
STORES
10 Eco sites
Phone orders in 16 countries

IDENTITY

CONTROL OF THE VALUE CHAIN, FROM DESIGN TO PRODUCTION AND DISTRIBUTION

EXCLUSIVE RETAIL NETWORK

CREATION   MANUFACTURING   DISTRIBUTION

Business model

A strong business model

we have to enrich

OUR DISTRIBUTION, OUR RETAIL NETWORK

A worldwide multi channel presence


1 Worldwide Central and
10 Regional Warehouses

460 Stores

10 Ecommerce Sites

But we need to break some silos to reach an omnichannel presence
People still think in terms of "their stock" instead of having a no boundaries approach

OUR APPLICATIONS

A quick, known by our staff yet aging POS system

But peripherals in-house solutions which cover partially omnichannel demands
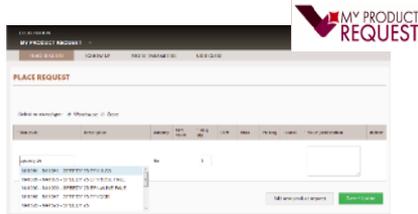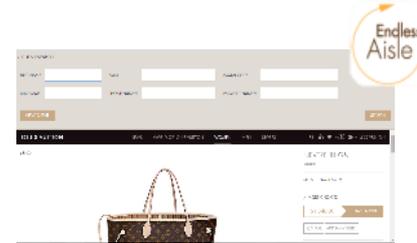
Store and Warehouse Transfers

Click & Collect

Transfers Reception

Ecommerce In Store

CHALLENGE

How to make converge
an exceptional **client** experience
our brand **desirability**
with client **associates** efficiency and
passion?

ONE RETAIL

Digital Stores **IS** Supply Finance
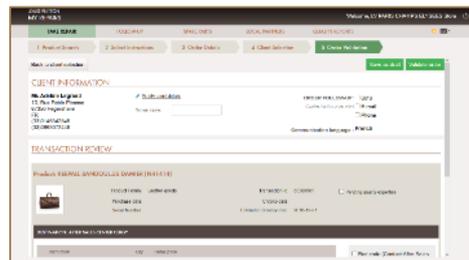
LOUIS VUITTON **&** ORACLE®

A 16 year old story…

Our Website

Our Mobile Site

Our Repairs Solution

Our Personalization Solution

LOUIS VUITTON & ORACLE®

A 16 year old story…we have decided to build on, for a streamlined and integrated client & retail IS landscape
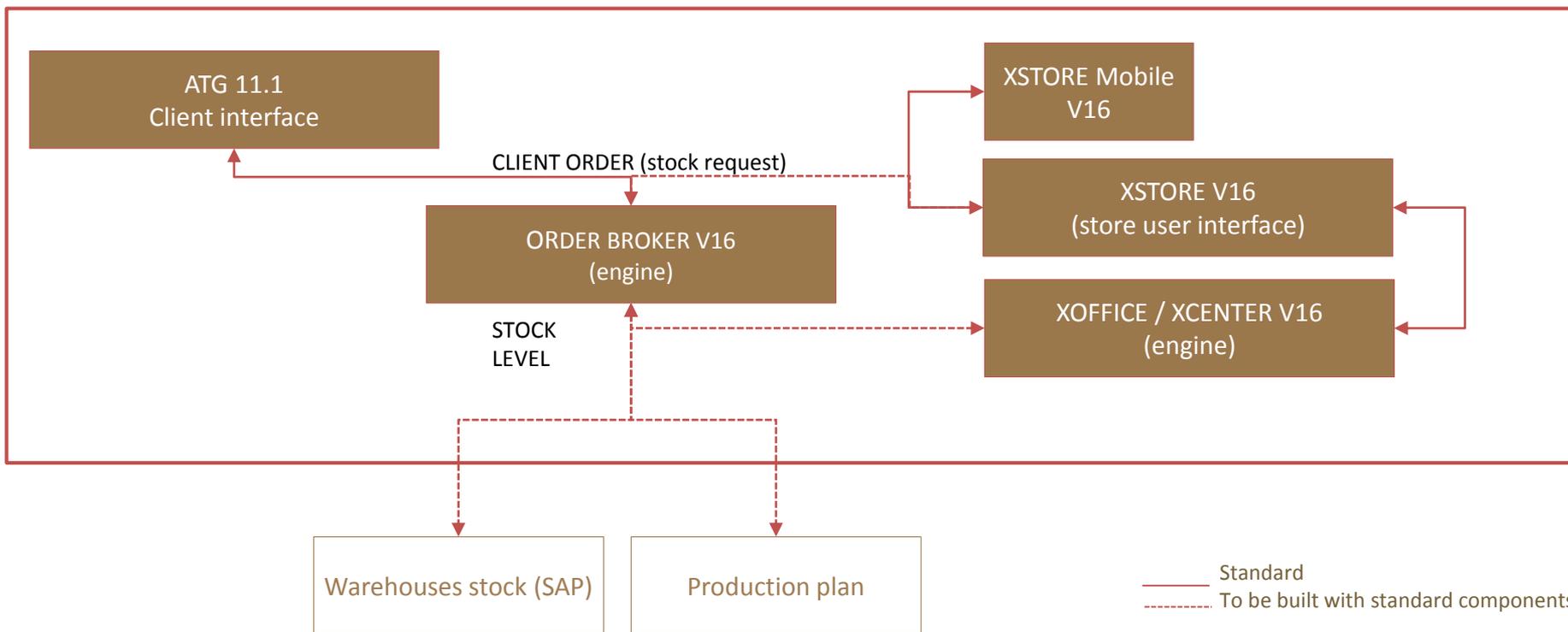
ORACLE® RETAIL

Warehouses
Applications & data

Clients
Applications & data

LOUIS VUITTON & ORACLE®

ATG 11.1
Client interface

XSTORE Mobile
V16

CLIENT ORDER (stock request)

XSTORE V16
(store user interface)

ORDER BROKER V16
(engine)

XOFFICE / XCENTER V16
(engine)

STOCK
LEVEL

Warehouses stock (SAP)

Production plan

Standard
To be built with standard components

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Simplified IS landscape

ORACLE®
RETAIL

Gift Certificates	Endless Aisles	POS Floor and Stock	Store & Warehouse Transfers	Click and Collect	Transfers Reception

What do we get?

1/ A modern POS

2/ Mobility

3/ Omnichannel

4/ Simplified store functions

5/ Integration with markets given: EFT, detax, RFID, shipping platform

And a stronger relationship with a key partner

When simplification brings efficiency

1/ CLIENT ADVISORS from both stores and CSC

- Intuitive unique tool to manage omnichannel and sales : quicker sales, easy order, less reservations
- Quicker and easier access to pertinent products and client information : quicker sales

2/ CLIENTS

- Mobile POS and mobile connected payment : easy and mobile
- Seamlessly taken care of
- Distant services

3 / Stores BOH and SUPPLY

- Less overstock and less reverse
- Products obsolescence diminished
- Less manipulation, less defective products
- Omnichannel and replenishment orders grouped

4/ WAREHOUSES

- One physical stock for both region and ecommerce activities: less products manipulation and less space

5/ IS

- 6 solutions

6/ RETAIL TRAINING

- Capitalize on learning apps : Product training material lighten
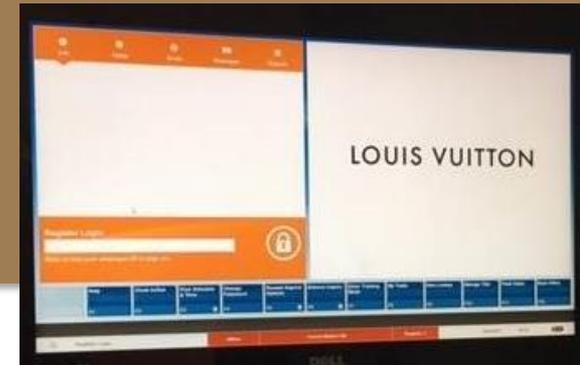

- Productivity in stores and CSC
- Stock optimization automated
- Warehouses productivity
- Less applications to maintain
- Retail learning, sales admin and sales accounting concentrating on added value tasks

We began our journey with continuous deliveries, constantly adding value to our solution

Worldwide deployment
(63 countries)
Digital omnichannel

Simple stores,
including omnichannel
+ new furnitures
(+6 months)

Complex stores,
(+5 months)

Major Front functions +
new hardware in One Store
(3 months)

LOUIS VUITTON

ACCOMPANY OUR CLIENTS
THROUGH AN EXCEPTIONAL
OMNICHANNEL
JOURNEY

in partnership with

ORACLE
RETAIL