



MiroglioFASHION

NRF 2018

*Driving Innovation and Creating
Connections between Product, Data
and People with Oracle Retail
Omnichannel Suite*

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Today's Agenda

1. Miroglio Fashion: Who We Are
2. Background: The Opportunity of a Necessary Project
3. Before the Project: Selection, Criteria, and Preparation
4. Project Scope
5. Project Plan
6. Results Achieved So Far
7. Next Steps
8. Lessons Learned



2016 turnover

513 million euros



Branded stores

1.188



Wholesale outlets

2.400



E-commerce websites

5



People

4.500



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- Our more than 1.100 shops have been using for 15 years **Stores2 PoS**, an solution widely adopted by Italian fashion retailers.
- Stores2 has been acquired by Micros, then acquired by Oracle, who announced the **end of support in 2020**.

- **No technological evolution**
- Many components nearly **custom**
- **Development times** getting longer
- Retail business requires **continuous developments** and evolutions that can't be stopped



Delay in responding to business needs

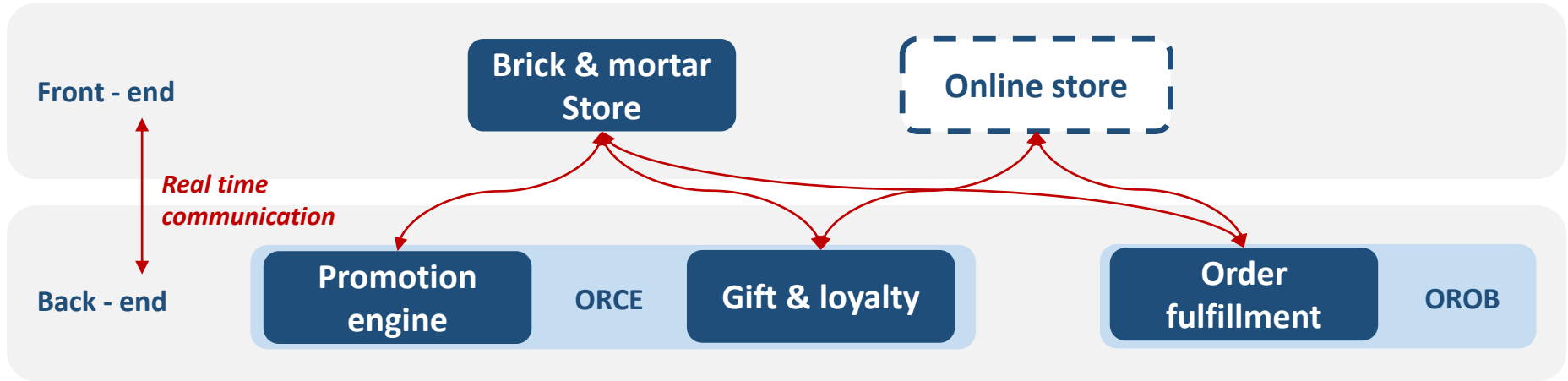


Waste of resources working on an solution without perspectives

Each shop, no matter if physical or digital, is part of a network

- Unified Stock Management
- Online Purchase In-Store
- Click-and-Collect
 - 33% of E-com Purchases are Collected in Store*
- Click-and-Return
 - 32% of E-com Returns are in Store*
- Omni-Channel Fidelity Program
- Omni-Channel Gift Card
 - 50% of Digital Clients also Purchase In-Store*





Certain benefits

- ✓ **Real-time inventory visibility** on physical network and online shop (previously at day -1)
- ✓ **Multichannel Order management** (previously not available)
- ✓ Fully integrated **multichannel purchase experience** (previously 2 transactions)
- ✓ Real-time distributions of **price lists and promotions** (previously daily batch)

Potential benefits

- ✓ **New services for consumers**, e.g «reserve & collect»
- ✓ **Mobile PoS** , enabling new store concepts and service models





Selection process

- Formal and accurate **software selection** (4 solutions analyzed, final choice between 2 candidates)
- Preliminary, quite detailed evaluation of **gaps and needs for customizations**
- Careful evaluation of the **promotions engine's** requirements
- Preliminary high-level design of the **coexistence architecture**
- Early **involvement of users**



Solution

Final solution's choice was based on:

- Architectural **reliability**
- **Native** functional **coverage**
- **User preferences**
- **Flexible** support options



Partner

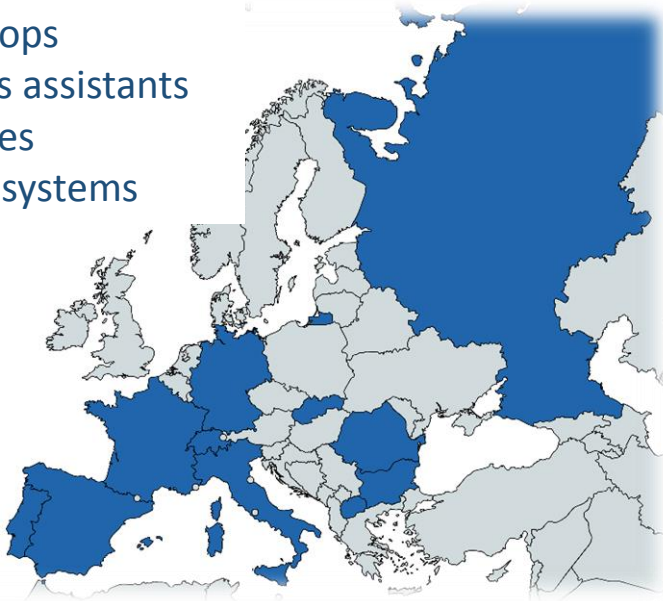
The choice of **Oracle Consultant** as the **implementation partner** was driven by two main factors:

- Strong international **competence center** based in Milan
- Skills on **both old and new** technology, facilitating the migration and the coexistence period

Substitution of the old PoS software in all the shops powered by Miroglio systems

Network

> **1.100** shops
4.000 sales assistants
15 countries
5 taxation systems



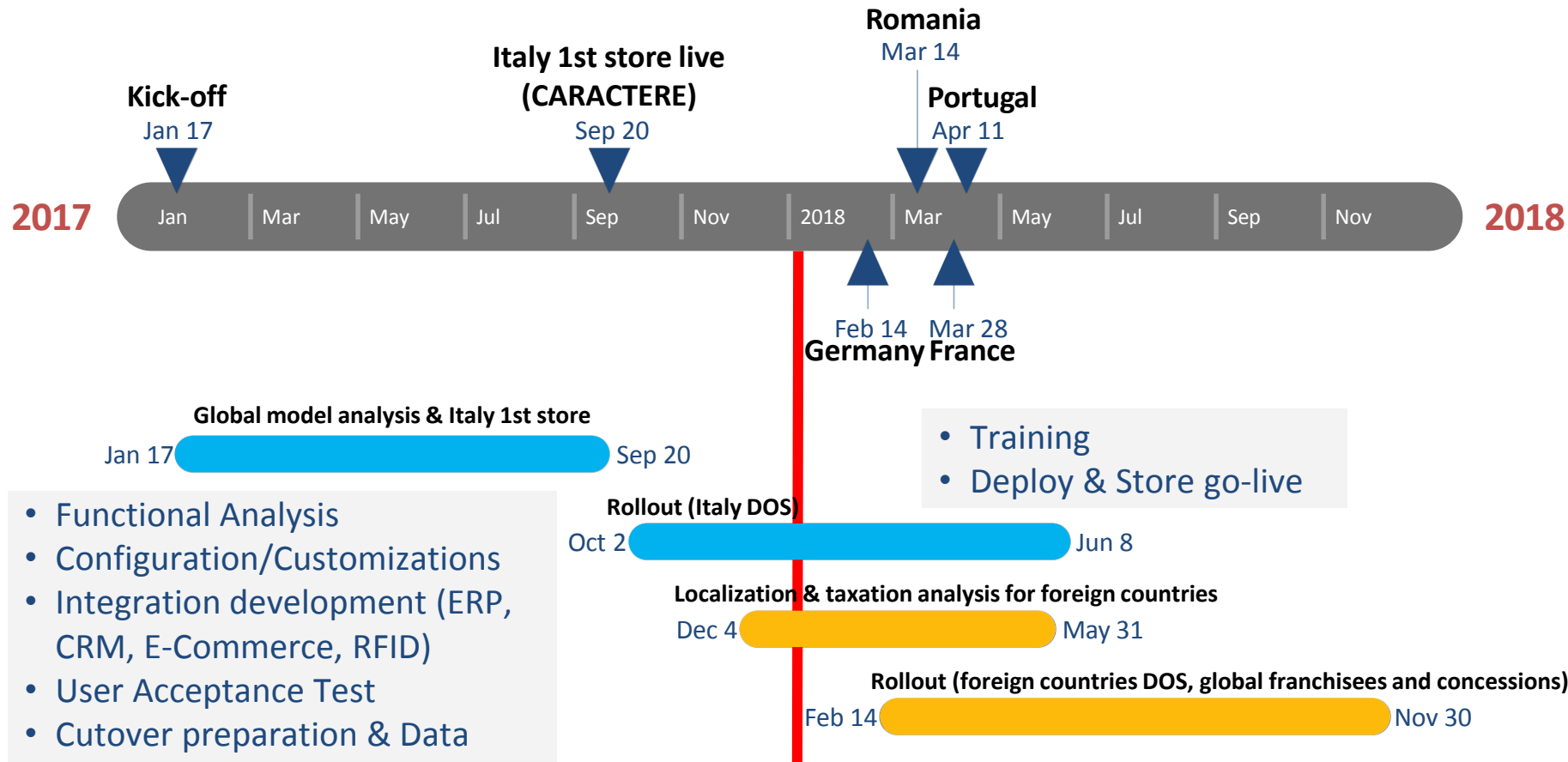
Processes

Store front-end

- Sales and returns
- Payments
- Promotions
- Fidelity program (omnichannel)
- Gift cards (omnichannels)

Store back-end

- Stock visibility
- Stock inbound
- Stock transfers
- Orders
- Inventory taking
- RFID integration





Stay «vanilla»

- Customization mostly limited to hardware integration
- Promotions logics redesigned with ORCE concepts



Use of an integration bus tool

- Structured, controlled ERP integrations (more than 40 data flows)
- Facilitated POSLog processing



Strong users' involvement

- Strong IT leadership but transparent and shared project goals
- Every functional choice discussed with and validated by users



Remote deployment & classroom learning

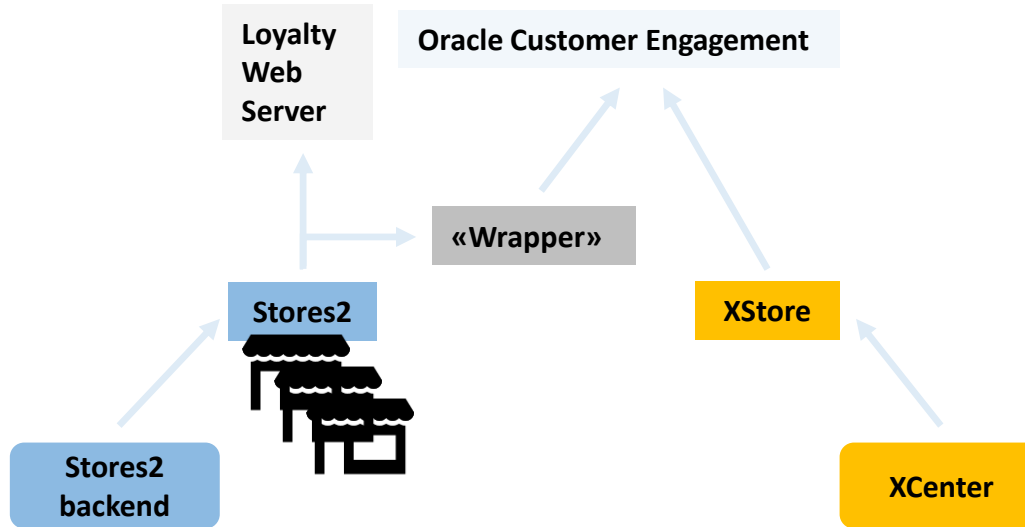
- Developed a “silent” setup procedure, running almost completely unattended
- “Mixed” training approach with classroom learning at the core

Speed

Efficiency

Reliability

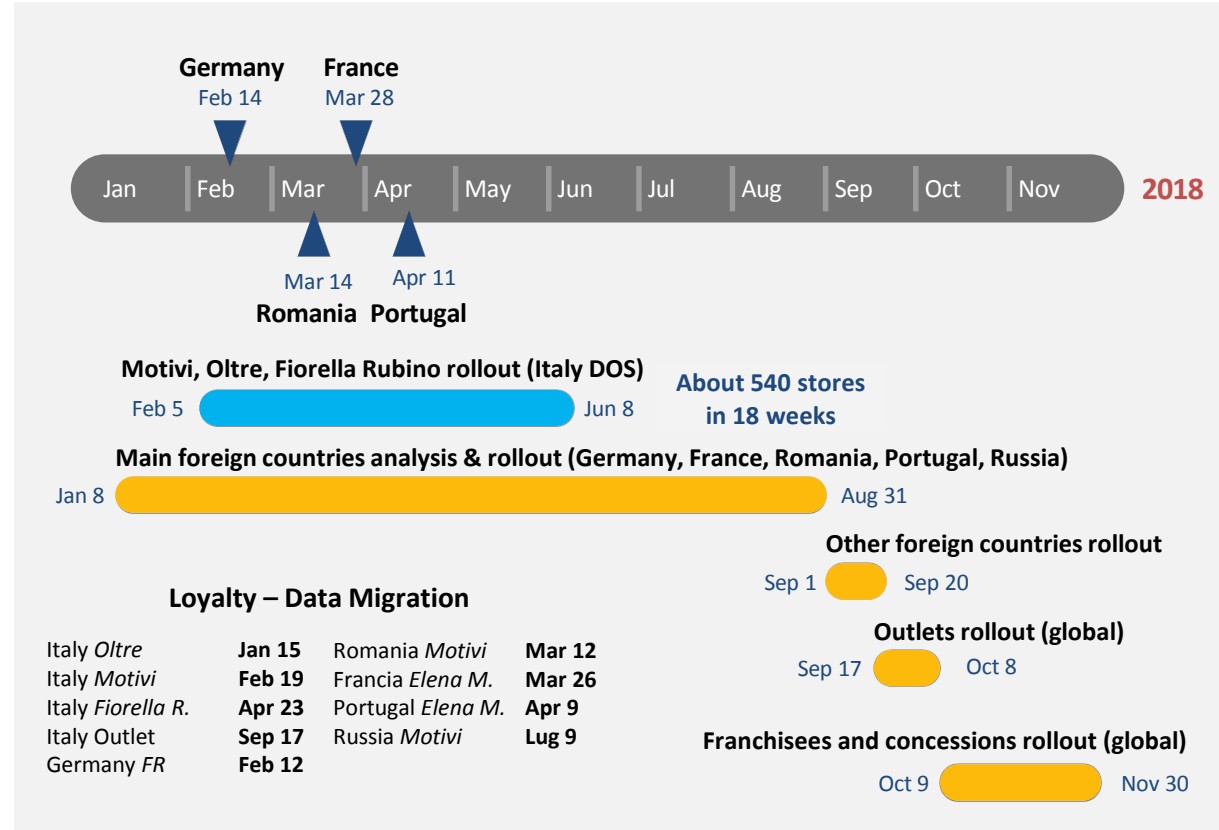
Loyalty X «Digitalizing the Shop» (Brand/Country)





- **7 working months** from kick-off to the first running shop
- **60 shops** (2 brands) migrated in **1 month** (15 per week)
- A completely remote (and effective) **deployment process** is in place
- **Good feedbacks** from the field in terms of usability
- **1-day classroom training** is “almost enough”
- **Technical issues** coming mainly from the integration with Italian fiscal printer (no standard drivers available)

- Roll-out on **Italian DOS**:
540 stores in 18 weeks, **30 shops per week**
- Activation of **Order Broker**
- Development and test of foreign countries' **localizations**
- Roll-out on **foreign countries**
- Roll-out on **partners**





- **Engage the users** since the very beginning: you will get a much better collaboration
- **Declare explicitly the business targets** of the project: it facilitates approval by the board and, more important, keeps the project team focused on medium-term non-tech objectives as well
- Carefully **design the roll-out process** in all its aspects well before the start of the deployment: elsewhere you will waste time, money and health
- **Don't underestimate the infrastructure issues**: in a big network you'll find different situations, so the more homogeneous is your infrastructure, the smoother will be the project
- **IT, business and consultants must really work as a single team**



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THANK YOU

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