

Grupo Nazan

Mexican Footwear Retailer Taps Oracle to Drive Seamless Shopping Experiences and Maximize Omnichannel Customer Engagement

REDWOOD SHORES, CALIF.—January 14, 2019

Creating a seamless customer experience across channels, Grupo Nazan has embarked on a digital transformation initiative with Oracle. Grupo Nazan sells footwear brands Impuls, Destroyer, and Playa Mayoreo through 100 stores and wholesale channels in Mexico. With a business that was historically driven by catalog, the company recognized an opportunity to expand digitally and physically with the adoption of a modern retail platform. With Oracle, Grupo Nazan will be able to better reach customers on the channel of their choice, while gaining a centralized view of engagement.

The initiative is supported by a suite of Oracle Retail omnichannel solutions including: Oracle Retail Xstore Point-of-Service, Oracle Retail Customer Engagement, Oracle Retail Order Broker and Oracle Commerce.



“The Oracle Retail solutions will further strengthen our business, with the availability of real-time centralized information,” said Moises Macias Gonzalez, systems and logistics director, Grupo Nazan. “Today we have all the stores implemented. With the close integration between our systems and processes, we have the intelligence we need to reach and attract customers through the channels.”

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“Grupo Nazan is inspiring the industry to look for new ways to improve customer experience. After completing their digital transformation, Grupo Nazan can better segment customers to provide more personalized and engaging promotions,” said Carlos Victoria, Vice President Latin America, Oracle Retail. “For example, a recent study showed that 85 percent of Mexican consumers expect granular tracking of their delivery status. With Oracle, Grupo Nazan can meet these kinds of customer expectations as they grow in an omnichannel environment.”

Grupo Nazan worked with Oracle PartnerNetwork Platinum level partner, SkillNet, based on their international Oracle Retail Xstore implementation and digital transformation experience.

“SkillNet conducted a capabilities assessment against our business needs. We took a balanced approach to implement best practices with a few modifications that made sense for our business,” said Javier Alvarado, Technology Project Manager, Grupo Nazan.



About Oracle Retail

Oracle is the platform for modern retail. Oracle provides retailers with a complete, open, and integrated platform for best-of-breed business applications, cloud services, and hardware that are engineered to work together. Leading fashion, grocery, and specialty retailers use Oracle solutions to accelerate from best practice to next practice, drive operational agility, and refine the customer experience. For more information, visit our website, www.oracle.com/retail.



April 2020

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