

Background

- Barneys New York is an American chain of luxury department stores headquartered in New York. The client is a specialty retailer of high end apparel goods having leading designers show case their latest collections on their website.
- Client asked Adapty to take over the new feature development, support and maintenance of their Demandware based eCommerce site.

Objectives

- Complete transition from existing vendor with no disruption to services.
- Improve overall efficiency of support process, and ensure SLA's are met.
- Build capacity to address large new feature development as and when required by business teams.
- Leverage platform knowledge to empower business teams to independently manage various aspects of eCommerce storefront, including running Campaigns, Promotions, Sales amongst others.
- Reduce overall support costs.

Solution Delivered

- Transition from existing vendor planned for a six week time frame.
- Knowledge transfer primarily based on self-study, combined with conference calls and video conferences to connect with the distributed team.
- Defined support process to streamline how tickets are triaged, validated and prioritized.
- Defined release process, and how to slot tickets into releases, and maximize capacity utilization.
- Technical team leveraged their deep platform knowledge to quickly free key internal resources, allowing them to focus on strategic initiatives.
- QA was automated to minimize manual testing.
- Management overhead was reduced by having a blended team and optimized team structure.
- Support team successfully delivered multiple complex new custom features like Private Sale, and Same Day Delivery
- Developed deep understanding of client operations and started supporting Middleware platform along with "The Window" content site

Results

- Transition and Knowledge transfer completed as per schedule.
- Team successfully supported an average of 5+ releases per month, with no rollbacks for over 12 months.
- Developed deep understanding of client operations, and took over of support of Middleware and "The Window" content site within 6 months.
- Overall cost of support reduced by 40%.

B A R N E Y S N E W Y O R K

Barneys New York is a specialty luxury retailer headquartered in New York, operating a chain of department stores with the most discerning collection from the world's top designers. It caters to women's and men's ready-to-wear clothes, accessories, shoes and jewelry. Barneys New York operates flagship stores in multiple cities including New York City, Beverly Hills, Chicago, San Francisco and Los Angeles along with several other outlets across United States. For more information, please visit <http://www.barneys.com/aboutbarneys>.



Adapty Inc is a US head quartered company with delivery centers in Mumbai, India. We partner with leading online retailers to implement and support digital commerce platforms. Our technology teams design and implement omni-channel solutions that drive customer engagement and business growth. We are experts in Oracle Commerce, Demandware and Magento Commerce platforms. We provide omni-channel solutions for Retail, Luxury Goods, Financial Services, Media, Publishing, Telecom and Subscription Model based businesses. For more information visit <http://www.adapty.com>.