

## 20% Increase in Revenue for a Specialty Retailer

### BUSINESS GOALS

The client is the world's largest music instrument retailer with over 250 stores across the U.S. They wanted a solution to overcome the following challenges:

- Legacy merchandising systems not linked with eCommerce channels
- Lack of multichannel delivery capabilities
- Labor-intensive process for publication of products



### BUSINESS BENEFITS

20% increase in revenue and optimized operations

Multichannel delivery capabilities

Huge reduction in manual effort required for product publishing

### SOLUTION

- Implemented omnichannel operations by integrating DAX, ATG, POS, HighJump and Siperian
- Integrated Heiler systems with ATG eCommerce for online product publishing
- Implemented TIBCO BE as an enabler for integrating processes

#### About Atos Syntel

Atos Syntel is a leading global provider of integrated information technology and knowledge process services. Atos Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Our digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Our "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.