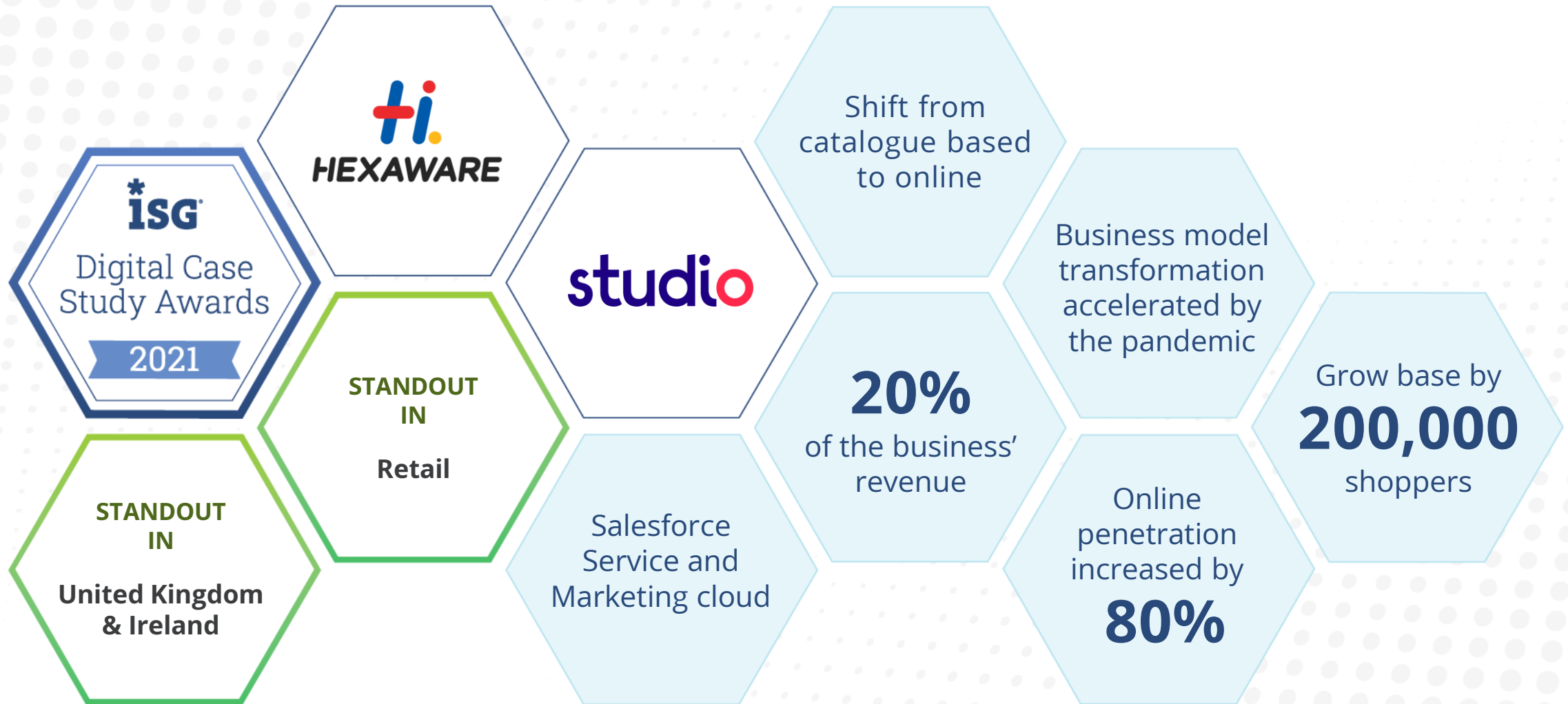


Accelerating Business Model Transformation to Increase Sales through Digital Channels



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Opportunity

Studio Retail Group was shifting its primary sales channel from physical catalogues to digital channels to meet the needs of today's online shoppers. The quarantine of 2020 interfered with print publishing and spurred greater consumer interest in online shopping, accelerating Studio's digital transformation.

In this standout example of business model transformation, partnering with Hexaware helped Studio Retail Group respond more strategically, become more efficient, and build new capability to be more data-driven.



Imagining IT Differently

Hexaware partnered with Studio Retail Group to help plan and implement this transformation for a historically catalogue-based business to build and grow with online shoppers.

- Update the online presence across multiple channels.
- Eliminate redundant systems
- Introduce new tools for greater visibility into customer habits.

The solution refitted Studio's IT architecture with Salesforce Service and Marketing cloud along with the MuleSoft Integration platform.



Future Made Possible

The work translated to real benefits for Studio Retail Group. The team reported that the digital transformation has helped:

- Grow Studio's customer base by 200,000+ shoppers while online penetration increased by 80%.
- This new architecture has enabled faster consumption of customer data and provides the platform to for further rapid expansion of the web and mobile channels.

The Studio Wow App now accounts for 20% of the business' revenue.

