



Leading Luxury Fashion Retailer Improves Efficiency and Implements Global IT Model

A leading fashion retailer has improved business efficiency and expanded their operations and services into new regions with Allied's Global IT model.

CLIENT

A leading fashion retailer

CHALLENGE

To become a global IT resource partner

SOLUTION

A flexible, agile & scalable support solution

RESULT

Improved business efficiency and expanded functions

Allied's Worldwide works in partnership with clients to provide professionally managed desktop support services and project management services which are completely tailored around specific organisational needs. We achieve this by listening to our clients and employing a flexible and agile approach to service design and delivery. This two way process ensures maximum customer satisfaction, value for money and enhanced overall business performance.

About our Client

A leading luxury brand, with a global business in: clothing, fragrance, and fashion accessories. With a turnover of £3.5bn per year and presence on every major continent, this retailer is one of the top ten global luxury brands.

The Scenario

We originally engaged with our client in 2006, at a time of great change. Not only were they expanding into new sales territories, they were also looking to unify their systems and have a truly globalised IT structure. They needed a partner who could assist in globalisation & rationalisation of platforms and help them to stay at the leading edge of IT and digital services.

Business Challenge

The overall challenge was to become a global IT resource partner and move away from local platforms and solutions to a combined and unified structure.

High level specific challenges included the need to:

- Provide a flexible and agile support across EMEA.
- Rationalise and roll out common core technologies.
- Support the expansion and start up activities on-demand.
- Provide a flexible global service desk.

The Solution

The journey started with providing flexible and agile distributed support across the EMEA region. In the first stage of the solution, we provided our client with bi-lingual co-sourced staff who could be based locally and have the added ability to report in to a central function, allowing the client to retain central control and visibility of operations.

The second stage was to rationalise and roll out common core technologies; to enable a smoother and more efficient global expansion model. This included planning and strategy work, the

provision of project managers, roll out teams and user-trainers. With our co-sourcing partnership and distributed support model, we were able to make sound recommendations and drive cost efficiencies on the upkeep and maintenance of a number of overlapping and geographically diverse platforms.

The third stage was to support the expansion into new and emerging markets, such as the US and Asia Pacific regions. The client's issue was scalability, but due to the nature and scope of our operation, we were able to provide support where and when necessary; with all the flexibility required to support additional start up activities and maintain ongoing cover and management.

The final stage was to consolidate on expansion and provide a truly global service desk, capable of flexing at times of high demand and seasonal changes. As the challenges of resourcing to accommodate 24x7 cover globally can be subject to fluctuating demand, we provide a service that is prepared for the peaks and troughs throughout the day and week. Also the demands of the fashion industry are often guided by its very seasonal nature. Our service also provisions for planning in these seasonal spikes, to ensure the most efficient service delivery possible.

Conclusion

Allied has delivered, and in many ways exceeded the original remit, by providing the agility, flexibility and structured common sense solutions necessary to facilitate efficient and rapid expansion.

We have listened to and understood the issues faced by the client and have therefore been able to design a support structure which is completely focused around their specific needs, in a very niche market. The result is:

- Less down time
- Far lower travel costs
- Lower administration burden
- Greater business agility

Allied Worldwide is an ISO 9001 accredited organisation, uniquely positioned to support today's results-focused CEO and CIO who require flexible and innovative solutions in an increasingly demanding global environment. We deliver high performance business solutions against ever more demanding and complex business challenges.

Allied Worldwide Ltd.

Allied is proud of its associations with both Microsoft and VMware. Allied is a Microsoft Gold Partner in the Devices and Deployment Competency and Microsoft Silver Partner in the Server Platforms Competency.

Allied Worldwide Ltd. Network House, Bridge Street, High Wycombe Bucks. HP11 2EL, United Kingdom.
Tel: + 44 (0) 1494 532751, Email: marketing@alliedworldwide.com, Web: www.alliedworldwide.com