

## CASE STUDY

# Digital Transformation to a Unified Commerce experience



Convinced of the necessity of strategy change whilst being hit by the pandemic, G-Star kicked off an Unified Commerce transformation program with New Black (EVA platform) and CGI as integrator.

G-Star understands the need to transform to a seamless digital customer experience to strengthen the customer engagement.

Moving forward G-Star will keep developing and deploying the EVA platform further for the seamless digital experience with a better click & collect, ship-from-store and endless aisle experiences for the customers. In this way **the customer of G-Star can freely and seamlessly engage with G-Star through every channel.**

## Collaborative & agile approach

Partnering with G-Star and New Black, the CGI Retail team brings in the necessary domain expertise and resource capacity needed. What we as CGI deliver to G-Star is EVA configuration, end to end Retail test management and overall supervision of implementation of interfaces connecting EVA to the back end systems and vice versa. Other value added services are training and store-staff coaching.

**“The testing experience CGI brings to the table is a critical component to assure we continually deploy high quality development to our stores.”**

**Dion Sigmond**, Global Director of IT at G-Star

After a couple of months of working together we have found each other in moving to a good agile project rhythm together with G-Star and New Black. CGI brought in best practices regarding end to end retail test management and the roll out expertise for migrating the majority of the stores in France to EVA POS.



## Value delivered

- Dedicated end-to-end Retail test management and EVA development
- EVA configuration & development
- Roll out EVA to stores, first at majority of stores in France followed by North America and Japan
- Training & coaching: EVA

**G-STAR RAW**

The project has as first priority to migrate the current POS system in the stores to the new EVA POS. Together with G-Star we have now migrated the majority of the stores in France to the EVA POS. Next on the planning are North America and Japan.

## Key benefits for G-Star

What we learned is that not only the Customer Experience is improved but also the focus and value on Employee Experience has been increased by having migrated to the new EVA POS. The store employees are very happy to use the new tablets and the new POS! Therefore the store employee has much more time to engage with the customers coming into the store.

## About G-Star Raw

Since 1989, G-Star has been pushing the boundaries of denim design, manifesting their own future of denim.

Hardcore Denim is the philosophy that pushes G-Star to invent, explore and take craftsmanship to another level. With innovation, sustainability and creativity at the core, G-Star aims to bring pioneering styles and challenge industry standards, while constantly trying to improve our impact on people and planet.

## About CGI in Retail, Consumer & Services

Retail, consumer goods and wholesale organizations are advancing in their digital transformation journeys. Phygital strategies have become a top digital initiative across all industry sectors, while automation is maturing in retail. As the pace of change accelerates, we help retail, consumer and services organizations become more agile and customer-centric digital enterprises.

Our full-service offerings for the retail and consumer services industries is underpinned by a large portfolio of CGI-developed and partner solutions.

## About CGI in Unified Commerce

Emerging trends in consumer behaviour are pushing retailers to reinvent themselves. CGI helps clients adapt and thrive in this new world of retail by simplifying and enhancing the shopping experience across channels to increase sales and strengthen loyalty.

CGI works closely with retailers to leverage new technologies and manage the increasing complexity of an evolving store environment. From full store point-of-sale (POS) rollouts to implementations of RFID, wireless, self-service and CRM, CGI is an expert and reliable partner of choice.

“The CGI team supporting us in physically migrating the old setup to the new EVA POS setup was a key enabler. Their expertise and ability to adapt to each individual store situation made the deployments the success they are today.”

### Dion Sigmond

Global Director of Information Technology at G-Star

## About CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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