



## Case Study | MS Mode

# 40% lower operating costs through omnichannel platform

The pan-European fashion retailer MS Mode collaborated with Scheer PAS to implement a transparent and universally deployable omnichannel platform. Most of the existing IT systems continue to be used and have been designed for omnichannel operation. New marketplaces can now be connected and realized in a matter of weeks during ongoing operations, rather than having to run expensive projects for months.

### Challenges

- The sales channels are not integrated and the IT systems are not omnichannel-capable
- No connection of the web shop to other IT systems
- No flexibility for connection of other external sales channels

### Solution

- Removal of the external integrator with the objective of uniform management of the omnichannel landscape
- Flexible architecture for future requirements
- Scheer PAS as the central platform for integration and monitoring

### Benefits

- 40% reduction in operating costs
- A central and integrated solution architecture
- Transparent omnichannel landscape
- Connection of non-omnichannel-capable systems
- Fast and uncomplicated connection of other sales channels



### MS Mode

As an international fashion chain, MS Mode operates some 400 stores in the Netherlands, Belgium, Luxembourg, Germany, France and Spain and also has its own web shop in each of these countries. In total, MS Mode employs 2,500 people. The international service office is in the Netherlands. The business policy for the individual countries is determined here and the collections are put together here. Each country has its own administration and its own management team, which adapts the international business policy to the local market.

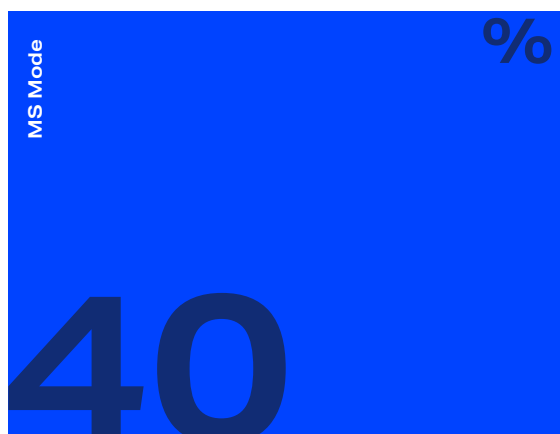
*“Thanks to Scheer PAS, we can bring new systems into operation faster and this gives us much greater flexibility. At the same time, our operating costs have decreased by 40%.”*

**Linda Hoebe | CFO | MS Mode**

## **No continuous processes, no flexibility**

If the company was to remain successful in the market, and in order to develop the customer experience for the better, something had to change at MS Mode. The company decided that, in addition to its active web shops in five countries (Netherlands, Great Britain, France, Spain and Germany), it wanted to make use of additional sales platforms such as Amazon.de in Germany. The conversion from a chain store to an internationally aligned omnichannel commerce expert was to be achieved through the set-up of an appropriate IT architecture, the linkage of the individual channels, and seamless data exchange between all the involved IT systems.

The custom-developed previous connection of the systems could not be used any more since it was not capable of modernization, it offered no transparency of the E-commerce landscape, and it did not facilitate data exchange between web shop, CRM and the retail outlets. Added to this was the incomplete and obsolete documentation, point-to-point connections that were difficult and costly to develop, and major interventions in the SAP system.



## **Flexibility through integrated information architectur**

The basis for realization of the growth strategy and the omnichannel platform is a new and integrated information architecture. Future viability and flexibility are the key factors here to ensure that MS Mode remains competitive. Implementation and operation is to be handled completely by Scheer PAS. All systems execute only those processes and tasks for which they have been designed. Aggregation and distribution of data is handled by Scheer PAS. This means that systems, which were not designed for live operation, can continue to be used without any problems. Intelligent caching and reduction of the data volumes also play a role. Business functions are now created and operated, model-based with Scheer PAS, and no longer require complex programming in the SAP system.

## Fit for the future, fast, cost-saving

Through the model-based approach, the integration models also serve as documentation and they are always automatically up to date. With Scheer PAS as the central solution and the associated dashboards, companies can monitor and evaluate all data and key figures. New marketplaces can be connected and realized in a matter of weeks during ongoing operations, rather than having to run expensive projects for months. The connection is enabled with preconfigured interfaces and reusable process templates, which means both speed and cost control for MS Mode.

## About Scheer PAS

Scheer PAS is an innovative software company helping companies to implement necessary changes in processes and applications as easily and quickly as possible as part of their digitalization efforts.

Let's talk change!