**CHARTER GLOBAL**
**CASE STUDY - NATIONAL RETAIL PROVIDER**

## Merchandising Planning Solution Gives Large Retail Client a Sustainable Competitive Advantage

## About the Client

One of the nation's largest multi-channel retailers, the client reaches customers online, in retail stores, and through mobile applications under multiple brands. It also provides credit processing services for banks and credit unions through its subsidiaries. With a strong focus on customer demand, the client uses Demand Chain Management to handle demand and inventory in an integrated and holistic manner.

## The Challenge

As with any large company, size alone can create a challenge. The client operates almost 900 stores in the U.S. and two U.S. territories. It employs cross-functional teams that work on different levels across multiple business groups, making it difficult to achieve successful and uniform management of these teams. Data was spread across multiple respositories, making it challenging to obtain critical information for key projects on demand. In addition, the company's mainframe replenishment application was more than 20 years old, causing serious lag issues and system errors.

## Solution

Charter Global focused on replacing the outdated mainframe replenishment application to improve operational efficiency and reduce system errors. A new solution was delivered with 16 months, coming in under budget and exceeding client expectations.

An enterprise-wide merchandising planning solution was implemented called PACE (Planning is About the Customer Experience). This solution fully supported the client's strong focus on effective inventory management and supply chain efficiencies to support customer demand. PACE was developed using Oracle Retek RPAS in a UNIX and mainframe environment and implemented Demand Chain Management (DCM) from Teradata.

## Results

The new merchandising planning solution seamlessly connects the client's back end to their customers' front end system, creating unparalled user interface and improved performance. The new operational efficiencies created by Charter Global's technology solution provide the client with a sustainable competitive advantage.

## Why Charter Global?

- Access to Microsoft, Big Data, and ERP experts
- Increased scalability, flexibility, and security
- Broad range of technology solutions across multiple platforms to fit the client's needs
- Strong experience and a track record of success in the retail industry
- Expertise in SAP Hana Cloud Platform, SAP Hybris, Oracle Mobile Cloud Service, and Oracle JD Edwards
- Multiple IT certifications, including CMMI Level 3, PCI, Microsoft, Oracle and SAP Edge.
- Specialized experience in cloud technologies, open source, DevOps, mobility, ecommerce, and custom application development.
- More than 850 IT professionals, delivering the right technology solutions across multiple platforms
- Experience working with Fortune 1000 companies, with a track record of increasing efficiency with rapid ramp up, scalable resources and shorter implementation timelines.
- Scalable, global delivery model, providing resource flexibility and cost advantages.

# About Charter Global

Charter Global drives innovation in IT projects and business operations by defining strategy and providing consulting, digital solutions, custom development, and skilled resources. With an established customer base of Fortune 1000 industry leaders and over 100 successful project implementations, our experience and proven methodologies enable our professionals to deliver industry leading solutions in cloud technologies, open source, DevOps, mobility, CRM, ecommerce, SAP, and Oracle JD Edwards platforms.

- Founded in 1994
- Headquarters in Atlanta, GA, and 3 development centers in India
- IT certifications: CMMI Level 3, PCI, MS Certified Partner, Oracle Gold Partner, and SAP Edge Partner
- A team of over 850 professionals
- Specialize in cloud technologies, open source, DevOps, mobility, ecommerce, and custom application development
- Expertise in SAP Hana Cloud Platform, SAP Hybris, Oracle Mobile Cloud Service, and Oracle JD Edwards

- Established customer base of Fortune1000 industry leaders
- Vertical experience in telecom, healthcare, media /entertainment, airlines, finance, energy, retail, and hospitality
- Active database of nearly 2M consultants with 30,000 on demand
- 100+ full-time staff recruiters support clients in the U.S. and globally
- 500+ full-time IT professionals support client projects

**Charter Global™**
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