



REACH NEW HEIGHTS WITH THE RIGHT PEOPLE, PROCESSES AND TOOLS.

OUR COMPANY:

Systemware Professional Services, Inc. is a woman owned information technology consulting company founded in 1991. As a privately held company, our business decisions are predicated on long-term objectives that result directly from our understanding our client's goals. **Our mission** is to earn a trusted partnership with our clients and consultants by solving critical business problems with innovative technology services delivered by a team of talented, energetic and passionate professionals.

SystemwarePS is an Equal Opportunity Employer



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CASE STUDY

E-Commerce Enhancement Web and Mobile Applications



systemware
PROFESSIONAL SERVICES

CLIENT: Global retailer of multichannel video game, pop culture collectibles, consumer electronics and wireless services, operating more than 6,900 stores in 14 countries.

SITUATION: Competition is fierce as retail marketers strive to leverage technology to present their customers with a personalized omni-channel experience. Rapid response is required to meet dynamic business requirements that drive revenue growth and customer satisfaction. This client worked in an agile development framework with offshore resources developing enhancements to the existing portfolio of applications. Extensive management oversight, broken collaboration with the business and turnover of the offshore resources led to evaluation of alternative solutions.

SOLUTION: SystemwarePS partnered with this client to establish a local team located in the SystemwarePS offices. Utilizing SystemwarePS' proven eTEC™ process, a team of top caliber professionals were assembled that not only met the technical requirements, but also the passion and commitment to work as a team to provide outstanding client service. Each member of the team brought a variety of experiences that blended together to provide coverage across web front-end, backend, iOS application and Android services. Integration points with specialized external services were also delivered by the team to eliminate any obstacle that could impede their path for project success.

Throughout the project, the agile team of developers and quality assurance resources worked closely with the client's project manager and business analysts each day to prioritize features that were designed, developed and delivered in two-week sprints. The team collaborated on user stories to enhance functionality across the website, mobile website and mobile apps (both iOS and Android). Attention was given to the user experience when traversing from web to mobile interfaces to provide a unified and personalized engagement with the consumer.

Features and capabilities included:

- | | |
|--------------------------|--------------------------------|
| Store locator | Store landing page |
| Credit card tokenization | Pickup at store |
| Gift card processing | E-commerce analytics |
| Web API enhancement | Password force/reset/retry |
| In-app push notification | In-app purchase with Apple Pay |
| API security rules | Fraud detection |

RESULTS AND BENEFITS: By working in partnership together, SystemwarePS and the client were able to drive predictable and repeatable technology improvements in rapid cycles to keep pace with the business change. The ability to develop close relationships with all members of the team created ownership and trust that enabled key milestones to be met even under tight deadlines. The client recognized the work by the team has resulted in millions of dollars of additional revenue from the multitude of enhancements that have been delivered. The team has provided a consistently high level of service for over two years and will continue into the future based on the value realized by the client.