



**Digital Fabrique  
Development Limited**

TRANSFORMING YOUR VISION INTO REALITY



---

# YOUR DIGITAL TRANSFORMATION DELIVERED

---

YOUR BUSINESS MODEL | PROCESS CHANGE | SMART TECHNOLOGY



YOUR BUSINESS MODEL | PROCESS CHANGE | SMART TECHNOLOGY

---

Digital innovation plays a fundamental role in future-proofing your organisation and delivering the agility to successfully weather trends and change. Digital transformation looks at your whole business. How do you work? What are the results? Where is the waste? How can you refine your operation and enhance your revenue streams and profit margins?

Real change needs real support – from board to store level. We know what to look for, what to do and how to deliver it. Taking the best and most efficient route, we bring about the digital transformation your business needs to lead, learn and scale.

#### WHAT EXPERTISE DO WE BRING TO YOUR TRANSFORMATION?

- Digital Transformation specialists
- Digital strategy creation and execution
- Change Management specialists
- Website Re-platforming
- Cloud Infrastructure
- International expansion
- Setting up an Agile practice
- Consultancy
- Digital Programmes
- Supply Chain Transformation
- ERP implementation
- App development and launch

#### WHAT DO WE STAND FOR AND VALUE?

We only provide resources where you need them, when you need them. Our engagement is productivity-driven not time-driven. We 100% believe in what we do and have witnessed exceptional results for the leading brands we have transformed. We take accountability throughout the execution of your project to ensure its success.

#### WHAT DIGITAL TRANSFORMATION HAVE WE DELIVERED?

From River Island to Missguided – we have helped some big brands make the digital leap and realise their business goals. As you can see from the projects below, each brand has a unique vision, infrastructure and customer base. Whether custom-designing a warehouse management system, increasing revenue online and in stores, or revamping the supply-chain; we deliver your digital transformation.

What leading brands have we supported...?



**Digital Fabrique  
Development Limited**

TRANSFORMING YOUR VISION INTO REALITY



YOUR BUSINESS MODEL | PROCESS CHANGE | SMART TECHNOLOGY

---

## RIVER ISLAND - DIGITAL TRANSFORMATION (B2B, B2C, RETAIL)

Defined & executed River Island's digital transformation strategy in partnership with the C-Suite for over 4 years. Recruited RI senior IT management teams for continuous excellence driven across the department.

- Established a new multi-disciplinary agile department comprising of over 150+ employees to accelerate pace of change within digital. Concept to production reduction from eight weeks to two weeks.
- Democratisation of IT "Command and Control" structure to "Product Driven" methodology empowering teams to innovate and implement against clearly defined goals; increasing conversion by 15% YOY.
- Successfully implemented EPOS across 280 stores by removing a £780M trading risk for non-compliance whilst progressing the omnichannel business strategy to lead trends in high street retail and strengthen online operations.
- Introduced digital-enabled concept stores; leveraging state-of-the-art technology such as Mobile POS and self-service checkout, SAAS wage management application and WI-FI heat mapping to advise and support investment on next-generation consumer behaviours.
- Drove RI's customer strategy, defining a portfolio of strategic programmes including customer insight, single view of Stock, Customer And Product by collaborating and influencing C-Suite steering group.
- Held delivery accountability for International expansion; increasing territorial footprint in over 60 new countries.
- Spearheaded River Island's cloud-first infrastructure; increasing resilience and scale whilst optimising OPEX spend.
- Collaborated with CFO to establish change to business cases and P&L reconciliation for agile development.

## MISSGUIDED - STRATEGIC ONLINE GROWTH

Commissioned by CIO, CFO and CEO to establish a strategic programme to outsource warehouse management to XPO resulting in a highly scalable E-commerce operation and creation of 900 new local jobs. Defining new ways of working resulting in an increase in productivity and business continuity during a rapid growth period.

Delivered consultancy services to re-platform, launch new customer App and assessed the delivery strategy for international expansion. Enabled senior management to improve overall customer experience and concentrate on expanding its business portfolio.



**Digital Fabrique  
Development Limited**

TRANSFORMING YOUR VISION INTO REALITY



YOUR BUSINESS MODEL | PROCESS CHANGE | SMART TECHNOLOGY

---

## IDEAL WORLD - US BUSINESS LAUNCH

Reporting to the CEO; held complete programme accountability to establish and roll-out Create and Craft brand into the USA; with a market reach c40 million new customers. Managed all aspects of the launch, including Create and Craft live TV shows, establishing a new ERP system (SAGE), new E-commerce website and APP, an outsourced Contact Centre based in Singapore, US warehouse Integration and new commercial trading partner (Jo-Ann) across the USA.

- Launched and managed a new US trading company from inception to completion within a time of nine months.
- Fostered and maintained professional relationship on boarding between Ideal World and their US strategic partner (Jo-Ann).
- Commissioned an outsourced contact centre to process telephone orders and customer enquiries.
- Integrated a new US Warehouse management system to control and administer warehouse operations.
- Spearheaded the implementation of a new ERP system; establishing new ways of working and enabling operational excellence of UK-US supply chain.
- Supported TV shopping experience by designing an American-English language website & apps.

## MOTHELCARE MULTI-CHANNEL BUSINESS TRANSFORMATION

Defined and executed an IT road map in line with Mothercare's business strategy on behalf of the Managing Director. Implementing their Warehouse Management System(WMS) and Order Management System (OMS) enabling Mothercare to integrate Retail and digital Channels inventory and realise a £2.5M cost savings by consolidating their DC Networks.

- Improved stock control and visibility across the entire supply chain by integrating Manhattan Warehouse Management System (WMS).
- Maximised customer satisfaction and retention levels across all channels by implementing Order Management System (OMS).
- 15% cost savings for last mile by implementing Metapack Carrier Management System.
- IT Transition Management from outsourced Logistics to an on-premise omnichannel solution (Manhattan).



**Digital Fabrique  
Development Limited**

TRANSFORMING YOUR VISION INTO REALITY



YOUR BUSINESS MODEL | PROCESS CHANGE | SMART TECHNOLOGY

---

#### MOTHERCARE CONTINUED

- Third-party Senior Executive relationship Management (Mothercare, DHL, Manhattan, Prolog); ensuring transparent and effective SteerCo governance.
- Advisory role on Mothercare's store rationalisation programme.

#### BHS - FEASIBILITY AND VENDOR SELECTION FOR RE-PLATFORMING

BHS was bought by Retail Acquisitions in March 2015 from Arcadia Group and we are engaged to evaluate the feasibility of Re-platforming or remaining on the Arcadia digital infrastructure. Conducted a detailed review to understand the costs, benefits, risks and opportunities for BHS based on their vision to grow digital sales from £90M to £175M over 3 years.

- Assess Order Management capability to support Dropship fulfilment.
- Evaluate international growth through increased fulfilment capabilities and localised websites.
- Assess Promotion Engine to support personalisation and bundles increasing AOV.
- Evaluate Product Information Management (PIM) capabilities to create single view of product between retail and digital removing inefficiencies across the channels.
- Evaluate integration with BHS ERP with new web platform.
- Run RFI and RFP selection process.
- Evaluate Total Cost Ownership over 3 years.

#### JACK WILLS - MULTI-CHANNEL PROPOSITION DEVELOPMENT

Working in partnership with the Digital Director to transform their digital landscape through international expansion, re-platforming and enhanced multichannel offerings.

- Created and executed strategic Digital Roadmap based on business strategic goals to increase international footprint and increase customer retention through the expansion of their customer fulfilment offerings.
- Evaluated feasibility of ship from store based on geography, customer demand and cost of operation.
- Replatforming evaluation; including tender negotiations.
- Introduced Agile way of working and data-driven insight to increase productivity and re-affirm strategic direction.





YOUR BUSINESS MODEL | PROCESS CHANGE | SMART TECHNOLOGY

---

## ARCADIA GROUP - GROUP HEAD OF DIGITAL PROGRAMMES

Held end-to-end accountability for the successful delivery of all strategic digital and multichannel projects and programmes for eight Arcadia Brands by defining the right technology solutions, business processes and change management.

- Introduced and executed best business solutions which resulted in achievement of strategic business goals.
- Directed the business transformation process to optimise operational efficiency and reduce additional cost.
- Implemented Agile working into the organisation; resulting in release cycles reduction from 6 weeks to 2 weeks.
- Expanded business portfolio through new brand acquisition and merger to the Arcadia platform.
- Delivered competitive multi-channel delivery proposition by re-engineering warehouse and logistics process. Led the team to re-platform Arcadia Brands' websites.
- Re-platformed BHS onto Arcadia Websphere platform resulting in Multichannel (Web & Click & Collect) growth from £8M to £90M (12% of company sales) over 6 years.
- Launched 27 new International websites across the Arcadia Group and introduced agile methodologies to increase productivity by 20%.
- Presented data-driven insight by implementing product and a data strategy to capture customer behaviour resulting in a more agile approach to product and service enhancements across the organisation.

Release the digital value in your business.

Please get in touch using one of the below methods.



020 3137 8553



hello@digitalfabrique.co.uk

[WWW.DIGITALFABRIQUE.CO.UK](http://WWW.DIGITALFABRIQUE.CO.UK)



**Digital Fabrique  
Development Limited**

TRANSFORMING YOUR VISION INTO REALITY