



Seamless Data Exchange through Legacy Modernization

A Leading Retail Company

The client is one of the largest retail hypermarket chain with operations in 200+ locations.

Project/Service Category

Legacy Modernization

Technology

- Visual Studio.NET
- IBM DB2
- MS SQL Server

Benefits

- Significantly reduces the maintenance cost with the proposed solution
- Aids to accelerate the pace of work with the user friendly interface
- Amplifies business insights through the seamless data exchange as a result of integrated applications

Background

Our Client is a large retail chain in the US. With new customer touch points such as website, mobile, and kiosks, as opposed to the traditional PoS system, customer information accessibility across these systems was an issue.

The existing legacy system imposed the following challenges:

- Archaic coding methodologies and programming languages
- Inadequate system documentation
- Inability to reuse stored procedures and a greater need to optimize the programs written in COBOL to facilitate usage in the new application

Solution

HTC re-engineered the application using .NET to manage the Guest Information effectively across various customer touch points. Guest Profile, Credit Card details, Purchase Information, Community Rewards, Comments, Grievances, and Complaints were some of the modules developed for Guest Information System.

HTC used a dynamic prototyping approach to build this Guest Information System. The approach involved building and demonstrating prototype in stages and incorporating the changes suggested by client at each stage.

Some of the key features of the developed application include

- guest profile capturing and linking of cards used by the guest including the client credit cards to the guest
- reward guests with points and incentives based on the purchase volumes, products, mode of payment, and other parameters
- redeem the points or donate the points to charities with the option to specify the percentage of points to be given to each organization
- provision for charities to enroll their organizations for contributions from guests, transfer of dollar amount equivalent to the earned points to charities
- apply promotion rules and reward point calculations for the new application
- provide client credit card status details to the point of sales from the Guest Information System



- Over 25 years of IT and BPO experience in providing cost effective and innovative services across domains for a wide spectrum of global 2000 customers
- Quality and information security processes compliant to SEI CMM Level 5, ISO 9001, ISO 27001 and PCI DSS standards
- Global presence, large delivery centers, talented professionals, capabilities across multiple technologies, platforms and domains