

CASE STUDY

Navigating the Retail Revolution: Pioneering Innovation and Efficiency at DXL's Global Capability Centre



DXL Group is an omni channel clothing retailer with over 250+ stores offering the most extensive assortment of brands and exclusive styles allowing Big + Tall men the freedom to choose to wear what they want.

In the dynamic retail environment, DXL adopted a visionary approach, recognizing the enormous potential for innovation and operational efficiency. In 2017, driven by the desire to leverage highly skilled talent and state-of-the-art technical capabilities in India, DXL strategically partnered with Systems Plus to establish the DXL Global Capability Center (GCC). This collaboration was a proactive move towards unleashing a collective strength of knowledge.

One shining example of the impact of this collaboration could be seen in the efforts of the digital marketing team. Navigating financial challenges, the team not only ensured ADA compliance but achieved an impressive 5% increase in mobile app revenue. This demonstrates not only the capabilities of GCC but also the obvious benefits of incorporating additional features into the DXL ecosystem. The establishment of the GCC signifies a commitment to foster a culture of not only operational excellence but also continuous innovation. DXL, through this visionary collaboration and Systems Plus, is at the forefront of retail growth driven by a seamless blend of skill, vision, and technology.

Key Benefits Derived



30+

**Tech experts powering
excellence**



25%

Slashed Burn rate by 25%



< 10%

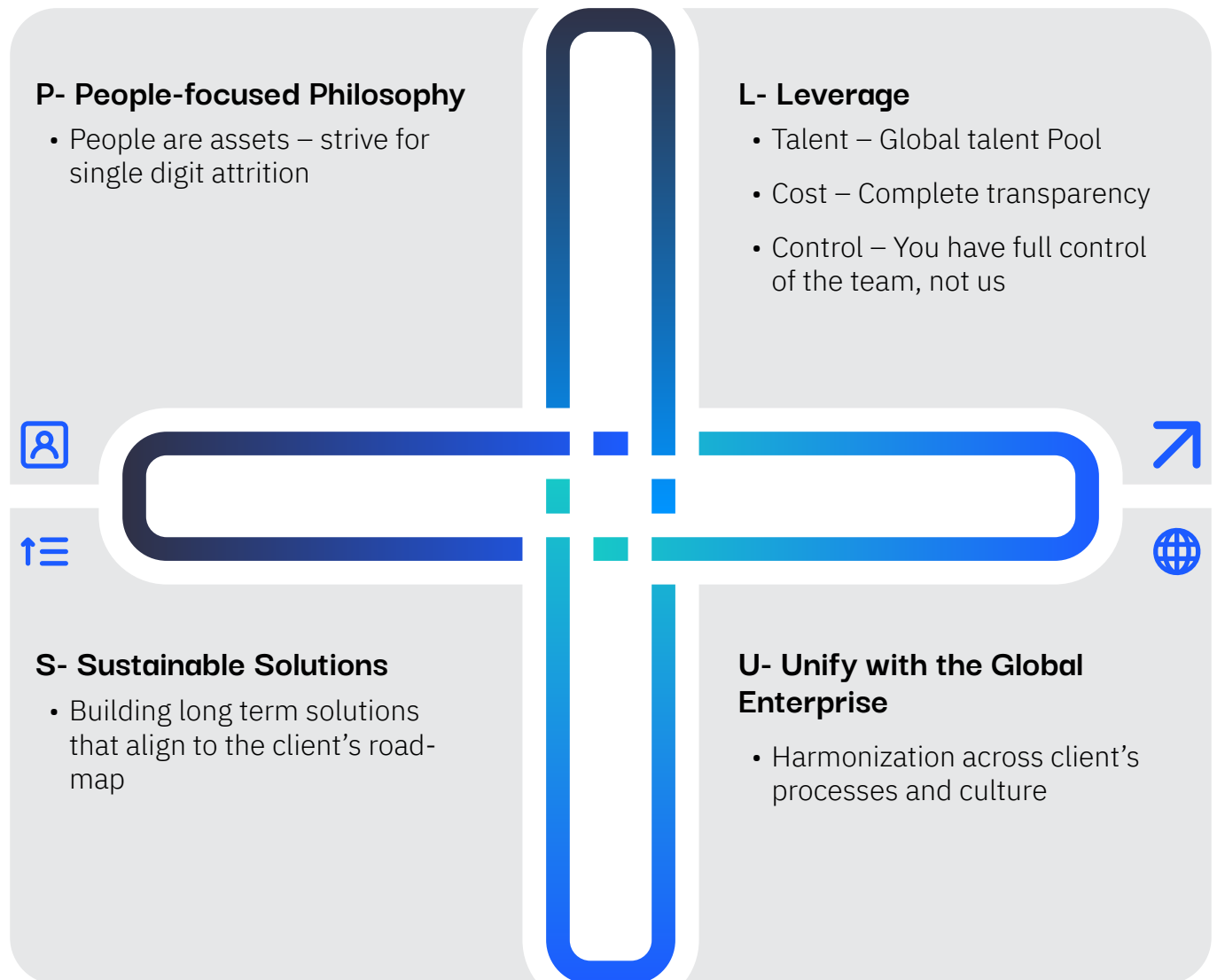
Attrition

Fueled by collaborative synergy, Systems Plus played a vital role in propelling the DXL Global Capability Centre, providing end-to-end support that translated into remarkable business value for DXL

Systems Plus delivered comprehensive support to DXL's Global Capability Centre, seamlessly integrating from initiation through analytics, cloud, and data phases. Our involvement spanned team establishment, strategic integrations, effective resource management, and navigating complex technological landscapes. This holistic support ensured a smooth and successful journey, propelling DXL's innovation and achieving significant business value.



Our PLUS framework is a guiding principle to ensure delivery excellence of our GCCs



			
TEAM 1: Digital Commerce Team	TEAM 2: Data Management reporting team	TEAM 3: Marketing Team	TEAM 4: Windows Admin
• Elevated Compliance Standards, Averting Legal Hurdles. • Pioneered “Save the Sale” App for In-store iPad. • Unveiled Phase One of Interactive Inventory, Redefining Engagement.	• Heightened Data Integrity through Advanced SQL Strategies. • Spearheaded JAMS Upgrade, Defying S3 Upload Challenges. • Crafted Essential Store Reports for Comprehensive Insights. • Revolutionized Reporting with Automated Subscription-Based Insights.	• Revolutionized Engagement with Innovative Email Subscription Model. • Conducted Easter Analysis, Unveiling Trends and Opportunities. • Established Robust KPI Framework, Amplifying Loyalty Program Impact • Evaluated 2x Reward Promotion, Maximizing Customer Benefits.	• Completed Onsite Mailbox Migration. • Streamlined Azure AD-AWS SSO Integration.

Benefits delivered



The mobile app became a revenue powerhouse through ongoing improvements, ADA compliance, and innovative features, resulting in a remarkable 5% increase in revenue.



Delivered an impressive 15% cost reduction through targeted strategies, encompassing the implementation of Zeta CDP and fortifying CRM and Loyalty systems.



Seamless integration with DXL unleashed unparalleled efficiency, collaboration, and innovation, culminating in a substantial decrease in burn rate by 25%.

DXL's Global Capability Centre, fueled by Systems Plus, is a testament to successful collaboration, strategic innovation, and operational excellence, steering the course for enduring growth in the dynamic retail sector.

As a full-service partner serving its clients since 1987, Our Managed GCC solutions revolutionize traditional outsourcing. At Systems Plus, we redefine global business operations.

Founded in 1987 by Mr. Nikunj Jhaveri, Systems+ offers a comprehensive suite of IT services, including Managed GIC services, DevOps, Cloud Consulting, Development and integration support, and SOC/NOC services. We specialize in serving global clients across various sectors such as (but not limited to) Retail, FMCG, Logistics, Manufacturing, and Financial Services. Our approach to service delivery ensures maximum business agility through the integration of cutting-edge technology with legacy systems. With a philosophy of always keeping our customers first and more than three decades of experience in developing disruptive solutions, our perfect play of talent and technology will ensure your business's customized needs are met, and that you #GetITRight.

For more information please contact:

 info@systems-plus.com

 www.systems-plus.com

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