

CASE STUDY · CHILDREN'S APPAREL & DIGITAL COMMERCE RETAIL

Digital Commerce Platform Modernization: A Unified GCC Delivery Model

INDUSTRY

Children's apparel & digital commerce retail

ENGAGEMENT

Three-vendor consolidation → client-owned GCC

STOREFRONTS

United States & Canada

PLATFORM

Salesforce Commerce Cloud → headless, composable

INTEGRATIONS

Contentful, Algolia, CJ Affiliate, passwordless auth

APPROACH

Ownership-first · pilot to owned capability

AT A GLANCE

Key Outcomes Achieved

Carter's Inc., relied on multiple vendors to manage its digital commerce ecosystem, creating fragmented accountability and slower platform evolution. Systems Plus unified delivery under a single GCC pod, re-platformed its commerce solution, and enabled a seamless transition to an in-house Global Capability Center.

1

3 → 1

Vendors consolidated

19

Professionals hired in under 2 months (5 senior engineers)

0%

Attrition since inception

< 1 mo

Knowledge Transition

< 6 mo

GCC transformation

~ 55%

Lower cost per role

CUSTOMER CONTEXT & BUSINESS CHALLENGE

Carter's Inc. ran its storefront on Salesforce Commerce Cloud through multiple technology partners. While the platform supported business operations, fragmented ownership and a monolithic architecture limited agility, delayed platform enhancements, and made it difficult to scale digital commerce.

Fragmented vendor ecosystem

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Multiple vendors managing the commerce platform led to divided accountability, complex coordination, and slower delivery.

Monolithic commerce architecture

Monolithic commerce architecture

Tight coupling between the storefront and backend limited flexibility, making customer experience enhancements slower and more complex.

Need for a scalable operating model

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The customer required a single accountable GCC partner to modernize the platform, streamline delivery, and support future growth.

THE APPROACH

COMPOSABLE ARCHITECTURE

HEADLESS EXPERIENCE LAYER, MIGRATED



Product Detail (PDP)



Product Listing (PLP)



Customer Service



Account Pages

COMPOSED OVER

COMPOSABLE SERVICES & COMMERCE BACKEND



Contentful
CMS



Algolia
Search



CJ
Affiliate



Passwordless
Authentication



Salesforce Commerce Cloud
Commerce • Checkout

THE SOLUTION

Building a Unified GCC Delivery Model

Systems Plus consolidated the customer's multi-vendor engagement into a single GCC delivery pod, taking end-to-end ownership of the digital commerce platform. The team modernized the platform with a headless, composable architecture while introducing standardized engineering practices and streamlined governance to accelerate delivery.

As the engagement matured, the delivery pod transitioned into a dedicated GCC, enabling the customer to bring the team in-house with full ownership of the people, processes, and intellectual property.



Full ownership and control

The capability becomes the enterprise's own, governed directly rather than rented from a vendor.



IP protection

Intellectual property and platform knowledge stay inside the enterprise.



Minimal sunk cost

The work begins as a pilot, so little is committed to prove the model before scaling it.



Risk sits with the partner

The managed operator carries delivery risk and accountability through the build.

THE TAKEAWAY

Own the capability, not just the code.

The customer replaced three vendors with one accountable team and moved its storefronts onto a composable architecture which now runs as a Global Capability Center (GCC) of its own. The lasting win isn't the re-platform. It's a delivery model Carter's Inc. controls outright, with the IP, the speed, and the economics that come with ownership.

ABOUT SYSTEMS PLUS

Systems Plus specializes in setting up, operating, and scaling Global Capability Centers (GCCs) built to own outcomes rather than just execute scope, with an AI-native workforce and a unique path from embedded pods to full-scale capability. Unlike pure consultancies that advise without executing, or staffing firms that execute without advising, we do both.

The practice sits on nearly four decades of technology services depth and 150+ technologies: founded in 1987 by Nikunj Jhaveri, Systems Plus offers Managed GIC services, DevOps, Cloud Consulting, development and integration support, CRM & Martech transformation, and SOC/NOC services for global clients across Retail, FMCG, Logistics, Manufacturing, and Financial Services.

Transform Digital Commerce with a GCC-First Approach

From platform modernization to GCC operations, we help retailers build high-performing engineering teams that improve agility and simplify platform ownership.

[Connect with Our GCC Experts ↗](#)

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