

# Digital Transformation for a leading Indian Retail Jeweller



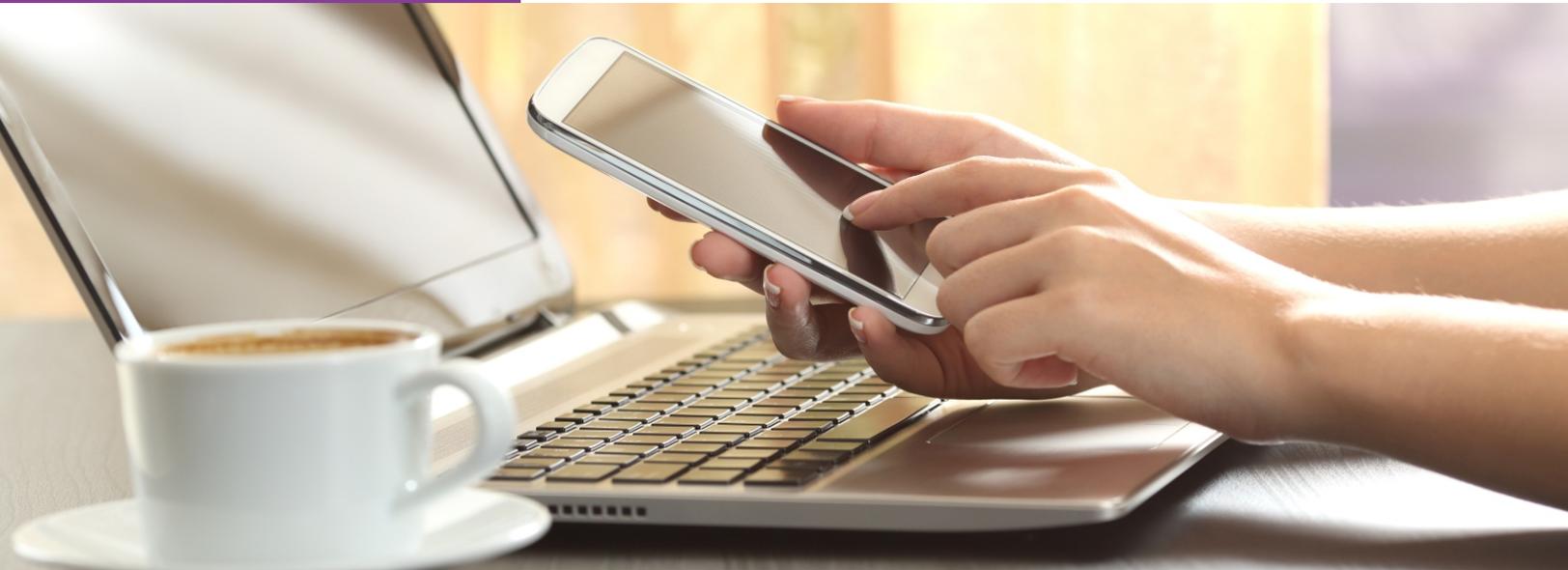
ATTENTION. ALWAYS.



**aspire**   
SYSTEMS  
*attention. always.*

## THE CUSTOMER

Our Customer is one of India's well-known jewelry retailers. Their business was based on brick and mortar stores accounting for more than 99% of their retail sales and they were looking for an engaging digital solution to expand their business online. In an age of seamless Omnichannel marketing, they were unable to cater to a large customer segment that are mostly internet friendly and shop online. The customer needed an online presence with strong marketing and brand building strategy.



## THE CHALLENGE



The client needed to expand their market and develop an Omnichannel presence to achieve more visibility to the brand. It was not easy with all the competitors already present in the market.

The main challenge was to digitize their business fulfilling following requirements:

- 1 Creating awareness about their brand to Gen X and Y
- 2 Build strong online presence
- 3 Create multi-channel retailing operations
- 4 Upgrade in-store digitization up to market standards
- 4 Client was reliant on legacy systems and had a low adoption rate of emerging technologies which needed to be changed and brought up to date

# THE SOLUTION



Aspire recognized the customer's vision, strengths, product mix, existing infrastructure and came up with a tailor-made Digital Roadmap which suits the customer needs.



Aspire was selected as their business partner to put forward a digital roadmap for their jewelry business through the Digital Discovery consulting. Our Digital Business Team analyzed and understood the jewelry business in India and across the world, we went through the business model of our customer and blended with our rich digital experience and put forward to them a digitization Strategy. We did a personalized digital discovery consulting where we recognized the customer's vision, strengths, product mix, existing infrastructure and we came up with a tailor-made Digital Roadmap specifically for our customer needs.

## Solution Highlights

- 1 Ensured global presence for the brand.
- 2 Digitized a primarily brick and mortar based business.

# RESULTS



Seamless customer experience by enabling multi-channel retailing

Modernized legacy system in trendy way



Better online presence through innovative ideas

The in-store digitization has been implemented with new technologies



The brand image has been capitalized across globe

## COMPARISON BETWEEN THE BEFORE & AFTER SITUATION

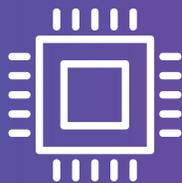
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Before, the customer was limited to the physical stores only, missing out on a larger market outside. Digital presence has opened new avenues of expanding their business.

## TECHNOLOGY SNAPSHOT

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Ecommerce: Magento Enterprise Edition 2.1.x

MCommerce: iOS - Objective C / Swift

Android - Java

iOS - Xcode 7.2

Android - Eclipse/Android Studio 2.0

Ecommerce: PHP stack (zend framework as part of Magento)

Mcommerce: iOS - iOS SDK v9.2

Android - Android API 22

RESTful Web Services

MySQL 5.6

Apache 2.4.17

Ubuntu 14.04 Lts

## FUTURE IMPACT

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After completion of project online revenue is expected to increase 300 - 400% in less than 3 years.

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## ABOUT ASPIRE

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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