



## Retail case study

# G-Star RAW scales OMS with cloud

Cognizant expedites transformation and improves flexibility for a multinational retailer.

## G-STAR RAW

### The challenge

G-Star RAW is a Netherlands-based global denim brand, founded in 1989, with innovation and sustainability at its core. G-Star's online channel is operational in 47 countries with over 160 stores offering fulfillment. The home base is in Amsterdam with flagship stores in cities including Paris, New York City, Brussels and Koln.

### Upgrading the omnichannel retail experience

For its order management system, G-Star wanted to migrate to cloud to support its goals for end-to-end omnichannel digital transformation.

The retailer was approaching the transformation with three considerations in mind:

- **Agility:** G-Star's existing on-premises solution resulted in high deployment, build and environment provisioning turnaround times, preventing new capabilities from being rolled out to customers. The retailer wanted to add cloud agility to improve business and technical features.
- **Flexibility:** G-Star wanted to realize the benefits of a flexible infrastructure cost by adopting a "pay for what you use" model.
- **Scalability:** G-Star was facing challenges around real-time calls because its existing on-premises solution, unable to scale, was providing inaccurate fulfillment data.

### At a glance

**Industry**  
Retail

**Location**  
The Netherlands

**Challenges**  
Update OMS platform

**Products and Services**  
OmniCloud OMS framework

### Success Highlights

- Implemented a fully enabled digital platform that supports rapid development and deployment of major releases
- Cut effort and time from up to seven days to 45 minutes via automated and rapid environment provisioning
- High infrastructure availability, improved connectivity and overall impact of downtime reduced by 90%

Additionally, G-Star's existing IBM Sterling Order Management system was scheduled for end of life and unable to leverage capabilities offered by a newer version. These issues affected G-Star's ability to deliver their desired level of customer service and with these goals in mind the company approached Cognizant for a solution.

## The approach

G-Star chose Cognizant for our value, OmniCloud OMS framework (AWS Certified), execution approach and deep domain experience in managing digital transformation for similar retail projects.

The company's existing use of AWS and IBM solutions cleared the path for transformation. Because G-Star was already on AWS for e-commerce, it made sense to maintain the relationship for cloud migration.

G-Star opted to implement the IBM Sterling OMS container model on a third-party cloud solution (AWS) and upgrade to a newer Sterling Order Management version. This strategy enabled the retailer to operate a highly flexible and scalable platform for the OMS solution that provides a single view of order and single view of inventory across various ordering channels. The Sterling Order Management upgrade also activated additional features:

- Reduced overall application downtime
- Enabled platform auto-scaling
- Reduced the amount of effort required for peak season preparedness and achieved rapid environment provisioning to support multiple business releases
- Support for faster ATP (Available to Promise) publishing to the ordering channels

By removing the restrictions of the older version's on-premises product capabilities, G-Star realized these benefits.



The project implementation worked through numerous technical challenges:

- Minimizing downtime during the cutover/migration to less than a day with multistep re-platform and data migration to the cloud OMS database
- A multi-geography rollout that included timelines and distribution-center user and process support for multiple geographies mainly in Netherlands, U.S., Japan and South Africa—including customer support via call center with users across the Netherlands and the U.S. and omnichannel store activities across 15+ countries
- A lack of reference data for Kubernetes cluster size
- Having to establish a seamless data migration strategy from on-prem to AWS using DB2 backup and restoration process along with the need to copy transaction logs as part of the final cutover plan
- Need to upgrade IBM Sterling Order Management user interface application for IBM Sterling Store, post upgrade

Ultimately, Cognizant and G-Star migrated the entire platform to AWS, including four to five terabytes of data and messaging. G-Star experienced a major upgrade to its IT OMS change management, shifting from a traditional to a fully DevOps-based organization with a single team to manage their A-to-Z development and support, and operational activities.

G-Star is now capable of leveraging a fully digital platform with enhanced capabilities, automated monitoring, high availability and automated disaster recovery.

## Business outcomes

G-Star realized immediate benefits after the implementation:

- A fully enabled digital platform that supports rapid development and deployment of major releases
- Automated and rapid environment provisioning that reduced effort and time—from up to seven days (before the transformation) to 45 minutes
- High infrastructure availability, improved connectivity and overall impact of downtime reduced by 90%

By enabling a platform that meets peak volumes and a system that better supports rapid development and deployment of major releases, G-Star RAW gains added agility, flexibility and scalability—the goals identified at the outset of the project.



Marko Bakker, Order Management and Marketplace Integration Manager at G-Star, described the impact of the changes before and after the Cognizant engagement. Bakker says, “Before, we could scale various services, for example, during checkout or stock allocation, but implementing new features within the landscape was a challenge. Today, our landscape is simplified, keeping things meant for the OMS in the OMS. We now have an easy way to scale up and down, as quickly as within one hour.”

Reflecting on a project that took place during the height of the pandemic while working remotely, Bakker added, “The complete migration was done online, and this is a big achievement, especially with such a big team and prior to the days of being used to doing more remote. It really shows you what the Cognizant global team (Netherlands, India) is capable of.”

Furthering the relationship, Cognizant remains engaged through ongoing application maintenance.

### About G-Star RAW

Founded in 1989, G-Star RAW’s unrelenting passion for denim has driven the brand to take craftsmanship to the next level. “Hardcore Denim” is the philosophy that pushes the brand to invent and explore—down to the smallest detail. With this dedication to quality and progress, the brand represents the forefront of the denim industry, producing pioneering styles and challenging industry standards. Innovation and sustainability are at the core of the G-Star DNA, and the brand is committed to lead by example and develop sustainable solutions for the future of fashion. Visit <https://www.g-star.com/> or download the G-Star RAW app from the App Store or Google Play.



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