

PacSun and Partner SkillNet Successfully Initiate Deployment of New Oracle® Retail Xstore Point-of-Service Implementation in a Move to Transform the Customer Experience

SkillNet Solutions takes PacSun's pilot store live on complete end-to-end implementation of Oracle Retail Xstore POS marking the beginning of its national deployment

Sunnyvale, California ([PRWEB](#)) June 30, 2016 -- SkillNet Solutions, a leading global retail systems integrator specializing in providing complete end-to-end omni-channel commerce solutions, recently partnered with Pacific Sunwear of California, Inc. (aka, PacSun), a leading specialty retailer focused on the action sports, fashion, and music influences of the California lifestyle, to transform their customer experience with the launch of new point-of-sale technology in stores powered by the Oracle® Retail Xstore Point-of-Service.

PacSun set out on a Customer Experience Technology Initiative with the goal of enhancing their relationship with their customers by cultivating a community and achieving a comprehensive, 360 view of their customers' desires. By implementing new store technology, PacSun knew it would have a better foundation upon which to deliver what their customer wanted, when they wanted it, and where they wanted it. As the leading Oracle Retail Stores global partner, SkillNet was selected by PacSun to lead their store technology transformation and deliver their vision of achieving Commerce Anywhere. "We were looking for a partner experienced in designing and deploying complex, omni-channel retail solutions," stated Coleen McNally, Vice President of Information Technology at PacSun. "We needed a large-scale digital technology transformation, and we were confident SkillNet was the right partner to deliver a connected customer experience across all our channels."

The project kicked off in January 2015. SkillNet designed and deployed PacSun's complete end-to-end Oracle Retail Xstore implementation with involvement in all elements of the project including business analysis, technical services, project management, store payments, and quality assurance utilizing both onshore and offshore development across its teams in India and the United States.

Utilizing SkillNet's award-winning StoreHub Store Integration Framework, PacSun was able to accelerate the delivery of their Xstore implementation. From StoreHub's library of integration adaptors, PacSun was able to pick and deploy the micro-services they needed to quickly and easily integrate their existing systems and other third party applications to Xstore. Additionally, StoreHub helped to integrate Xstore to their new customer loyalty program powered by Oracle Retail Customer Engagement that SkillNet helped them launch during Summer 2015.

SkillNet and PacSun successfully launched Xstore at its first store location in southern California and have continued to rollout additional pilot stores in the region. "Bringing the 'Golden State of Mind' vision into the lives of PacSun's customer has been a true privilege, and we are particularly excited to be working with a retailer so focused on keeping the customer central to their plans for innovation and digital expansion. PacSun is doing it right, and we are thrilled to be helping them deliver this initiative" says Charles Daggs, Vice President of Account Management at SkillNet Solutions. PacSun and SkillNet plan to deploy Xstore to their remaining 500+ store locations in all 50 states across the United States and Puerto Rico before the end of the year.

ABOUT SKILLNET SOLUTIONS

SkillNet Solutions, Inc. is a leading global consulting services and retail systems integrator specializing in



providing complete end-to-end, omni-channel commerce solutions in stores, merchandising, e-commerce, supply chain, customer management, and data analytics. SkillNet offers retailers consulting, solution delivery, cloud, and support services. Having successfully implemented award-winning solutions for the retail industry's top performers for over twenty years, SkillNet delivers digital transformations that provide retailers with a seamless and connected customer experience across all channels.

Founded in 1996 in the heart of Silicon Valley, SkillNet has expanded into a global enterprise spanning three continents with offices in Cleveland, Austin, Sunnyvale, Toronto, London, New Delhi, Mumbai, Indore, and Pune. For more information, visit <http://www.skillnetinc.com>

ABOUT PACSUN

Pacific Sunwear of California, Inc. and its subsidiaries is a leading specialty retailer focused on the action sports, fashion and music influences of the California lifestyle. The Company sells a combination of branded and proprietary casual apparel, accessories and footwear designed to appeal to teens and young adults. The Company operates over 500 stores in all 50 states and Puerto Rico. For more information, visit <http://www.pacsun.com>

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