

## **Grupo Nazan Partners with SkillNet Solutions to Launch Omni-Channel Digital Transformation Powered by Oracle Retail in Mexico**

*SkillNet Solutions was selected by Grupo Nazan to design and implement new omni-channel solution featuring Oracle® Retail Xstore POS, Customer Engagement, Order Broker, and Oracle Commerce.*

Sunnyvale, California ([PRWEB](#)) November 30, 2016 -- SkillNet Solutions, a leading global retail systems integrator specialized in providing complete end-to-end omni-channel commerce solutions, has been chosen by Nazan Comercializadora de Calzado (also known as Grupo Nazan) to deliver their new omni-channel implementation of Oracle® Retail Xstore Point-of-Service, Customer Engagement, Order Broker, and Oracle Commerce. Grupo Nazan owns and operates well-recognized footwear brands, Impuls, Destroyer, and Plaza Mayoreo, sold in retail stores and wholesale channels in Northern Mexico. In partnership with SkillNet, Grupo Nazan is launching a digital transformation of their brands into an end-to-end empowered commerce experience with Oracle Retail.

With over forty years of experience, Impuls traditionally focused on catalog sales with a smaller footprint in the e-commerce and traditional store channels. Experiencing great success and growth in the market, Grupo Nazan is now on an aggressive path to expand both its e-commerce and brick and mortar presence throughout Mexico. Launching an internal campaign “Impacto,” Grupo Nazan committed to making a huge business ‘impact’ powered by technology in a move to elevate the company to the next level and effectively compete with key retail players as they expand.

Investing heavily in technology to differentiate themselves in the market through better customer engagement, Grupo Nazan aims to empower their customers with a seamless, connected shopping experience across all channels. “With incredibly ambitious expansion plans to reach the Impuls customer online, in store, and everywhere in between, we needed an experienced global partner with proven international technical expertise to implement and integrate our new store and e-commerce technologies,” states Nazri Andonie, CEO at Grupo Nazan. “SkillNet’s experience as a leader in international Xstore implementations and [omni-channel transformations](#) made them a winning choice as the implementation partner for the national expansion of our enterprise.”

“As a customer centric company, Grupo Nazan is incredibly devoted to delivering the best possible experience for its customers throughout Mexico, and we are thrilled to help them on their journey of digital transformation into a retailer that not only delivers ‘the best shoe brands at the best price’ but also best-in-class customer experience,” states Antonio Alvaro, Vice President of Global Solutions for SkillNet Solutions.

### About SkillNet Solutions

SkillNet Solutions, Inc. is a leading global consulting services and retail systems integrator specialized 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 Grupo Nazan

Nazan Comercializadora de Calzado is a privately own company with over forty years of experience in the shoe industry with corporate offices in Monterrey, Mexico. For more information, visit <http://www.impuls.com.mx>

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