CASE STUDY

NBTY's Holland & Barrett International stores deploy largest Oracle Retail implementation in Europe with omni-channel solution

LARGEST ORACLE STORES IMPLEMENTATION OF ITS KIND IN EMEA

NBTY selected SkillNet as the lead partner and architect to design an omni-channel solution that included Oracle® Retail Stores, Siebel Loyalty, ATG and Endeca. SkillNet and a set of specialist partners implemented and rolled out the Oracle Retail Stores solution to all of its 980 Holland & Barrett International store locations across the UK, Ireland, and Holland. Completion of this deployment was a massive milestone for both SkillNet and Oracle Retail as it is credited as the largest Oracle Stores implementation by number of stores in EMEA to date.

ARCHITECTING AN OMNI-CHANNEL SOLUTION

SkillNet designed a unified Oracle Retail solution for NBTY that encompassed Point-of-Service, ATG e-commerce, Siebel Loyalty, and other applications to power a seamless customer experience across all their channels. Spearheading the project from our London office, our European team utilized SkillNet's award-winning StoreHub store implementation accelerator to facilitate the integration with existing legacy systems and other third party applications. The software deployment and system transformation took approximately 6 months to reach the first pilot store. After completion of the pilot, the solution was successfully rolled out in the UK and then subsequently in Ireland and Holland.

CHALLENGES

NBTY held a strong omni-channel vision geared at better serving its consumers. Like many retailers, NBTY was well aware of changes in the retail landscape that shifted retailing from consumer processing to consumer engagement. By wisely investing in the Oracle Retail platform to deliver a seamless customer experience, NBTY addressed the shifts in the retail market that placed increased importance on globalization and omni-channel retailing. Faced with the challenge of implementing this new platform across NBTY's multiple brands in multiple different countries, SkillNet rose to the challenge and delivered a global, omni-channel solution that was designed to uniformly connect NBTY with it's customers across multiple different touch points.

RESULTS

The newly implemented Oracle Stores systems delivered on their promise for connected interactions and actionable insight. Since the Holland & Barrett International stores started trading on the new software, all targets for new loyalty memberships were surpassed and the levels of customer service increased. The increased customer insight obtained from the new Oracle Stores systems allows NBTY to define a strategy for the future that optimizes the needs and purchase behaviors of its customer.

FUTURE

Holland & Barrett International continues to grow the number of stores in UK, Ireland, and Holland and is looking to expand to additional geographies in Europe. Currently the software supports 4 different store brands. SkillNet continues support for the current solution which is a key resource being leveraged as part of the international growth of the NBTY brands.

INDUSTRY

Specialty Retail
Health, Vitamins, Nutritional Supplements

HOLLAND & BARRETT

NBTY is a highly successful well-being retailer operating 1000 stores and employing over 6100 associates. It comprises popular brands such as, Holland & Barrett (UK), GNC (UK), De Tuinen (Holland), Essenza (Belgium) and a number of Holland & Barrett franchises around the world.

APPLICATIONS IN SCOPE

» Oracle Retail Stores
» Oracle Store Inventory Management
» Oracle Commerce
» Siebel Loyalty
» Oracle SOA Suite
» Oracle Customer Hub
» Oracle Identity Management

SKILLNET'S ACCELERATORS

» SkillNet's StoreHub

ABOUT SKILLNET

SKILLNET

» #1 Oracle Retail Stores global partner
» Having served over 75 retailers on Xstore and Stores engagements worldwide
» Leading Oracle MICROS partner
» Retail engagements in over 45 countries

» 100+ global retail clients
» 20+ years of retail devotion
» 100% retail focused
» 400+ consultants worldwide
» 9 global office locations to serve you

Have questions or looking for more information?

We are here to help.

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