Deloitte.

Taking a leading supermarket chain online through a fully managed eCommerce platform.

Operate | Application Management Services

The challenge

- Our client is one of the world's leading supermarket chains with thousands of store locations in 20 countries globally. The client was looking to extend its market position and asked us to advise on, deliver, and manage the online platform required to launch their new eCommerce business.

Our solution

- We first designed and implemented a fully integrated SAP Commerce solution to launch a new transactional website and associated mobile applications for iOS and Android. After launching the website and mobile applications, we continued supporting the client to build out their future online roadmap. 24/7 technical support and continuous enhancements were transitioned to a hybrid onshore/nearshore support model, which helps streamline operations and drive cost efficiencies without sacrificing the quality of delivery and operational stability. Our Operate team manages up to 250 incidents and requests each month, owning the client's problem and incident management process. We also monitor the platform for security vulnerabilities.

The outcomes

Deloitte's managed to deliver significant benefits to the client:

- Continuous enhancements and support Implemented over 90 major releases after launch and continue to do so across their online site and iOS and Android mobile apps.

- A trusted advisor and source of subject matter expertise for various teams outside of the IT group—including marketing, content and merchandising teams

- . Rapid growth and return on investment Enabled rapid year-on-year online retail sales growth above target since launch, also growing customer presence on the site.

- Delivered an environment where the client could successfully manage online sales events and live deals pricing.

- Robust eCommerce platform Used a DevOps approach to achieve more than 99.95% availability since the launch of the platform and have managed to successfully scale to support the client's continued and rapid growth