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Stepping into the Future: A Foot Health Pioneer's Digital Transformation

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In the fast moving landscape of retail, even centuries-old businesses must adapt to stay ahead. This case study explores how a well known footwear company, with roots stretching back to the 18th century, partnered with GSOT to modernise its operations and embrace the digital age.



The Challenge

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company, with roots stretching back to the 18th century, partnered with GSOT to modernise its operations and embrace the digital age.



The GSOT Solution

Understanding the client's unique position (having worked with other regions), GSOT proposed a tailored, iterative approach. At the core of the solution was the implementation of a foundational Order Management System (OMS). This new system added crucial 'Click and Reserve' functionality and enabled rapid expansion into new regions.

GSOT's solution laid the groundwork for future enhancements, including click and collect, integration with store systems, omni-channel returns, and improved inventory accuracy. Throughout the process, GSOT provided top-tier project and programme management support to guide the client's teams through the transformation.

Approach:

- **Strategy:** Small Steps, Big Impact
- **Execution:** Swift and Seamless
- **Ongoing Support**





1. Strategy: Small Steps, Big Impact

Recognising the client's need for manageable change, GSOT developed a phased approach. The strategy centred on iterative implementation to match the organisation's pace, while considering ongoing technology initiatives.

GSOT created a flexible roadmap that allowed for budget and resource fluctuations, underpinned by a comprehensive 5-year plan with clear target states and delivery phases.

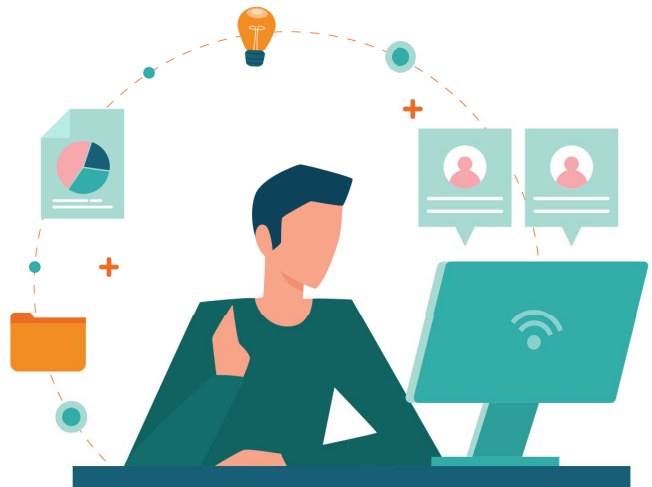




2. Execution: Swift and Seamless

GSOT's execution was marked by efficiency and adaptability. The team implemented the new system across Europe and East Asia in just 5 months, primarily working remotely but with strategic in-person interactions. This cost-effective approach leveraged global time zones to maximise productivity.

During the critical go-live phase, GSOT provided on-site support to ensure a smooth transition.





3. Ongoing Support

To ensure long-term success, GSOT provided a 24/7 “Follow the Sun” monitoring and service team. This team offers proactive issue identification and resolution, along with continuous support for daily operations, ensuring the client can focus on their core business while GSOT handles the technical intricacies.



Results:

Immediate Impact

The new system's success was evident from day one. Within hours of launching the Click and Reserve functionality in just two stores and with no marketing, a significant number of orders were placed.

Customer feedback was extremely positive, and the operations team quickly became eager to expand the system's functionality.

Key Takeaways

This case study demonstrates how a centuries-old business can successfully navigate digital transformation. By embracing incremental change, partnering with experienced technology providers, balancing tradition with innovation, prioritising customer experience, and maintaining operational flexibility, our client has positioned itself

to continue its legacy of foot health innovation for generations to come.

By taking these measured steps into the digital future, the company has not only modernised its operations but also set the stage for continued growth and customer satisfaction in an increasingly digital marketplace.

We believe highly successful order management projects can be delivered quicker and at lower cost through these new remote working practices. [Click here](#) for more details on how GSOT can help set up an omnichannel OMS that works for you and your customers.

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