

Levi's®

The digital advantage:
How Levi Strauss & Co. redefined
the B2B customer experience.

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Client background

Client: Levi Strauss & Co.

Industry type: Apparel

Products/Services: Jeans, casual wear and related accessories.

Brands: Levi's®, Dockers®, dDENIZEN® and Signature by Levi Strauss & Co™.

Areas of operation: Worldwide.

Number of employees: 15,000.

Levi Strauss & Co. provides best-in-class, brand-immersive, dynamic digital e-commerce and marketing experiences for wholesale customers.

Challenges

Levi Strauss & Co. embarked on a multi-phased journey of B2B digitalization. The intent was to create a B2B digital e-commerce platform that could scale globally with multiple brands, customer segments, languages and currencies, and integrate seamlessly with SAP ECC to provide customers easy access to up-to-date product order status, pricing and inventory information.

Levi Strauss & Co. needed assistance with phase 2 expansion of the platform in the US marketplace without disrupting phase 1 deployment in Europe. The design and deployment had to be delivered on time, blending multiple development models with agile and waterfall methodology. Design changes and critical feedback from businesses and customers across sprints were incorporated into the solution.

Levi Strauss & Co. wanted user experience and systems architecture to be consistent, to support a single global platform. It sought consistent and seamless design of the user experience and user interface across business processes and screens, across multiple form factors—from tablets to desktops, and multiple languages. Also, Levi Strauss & Co. wanted to transition US wholesale customers from the old online solution to the new platform, using a rapid adoption approach without disrupting daily sales.

Solution

Wipro as a strategic partner, worked with the Levi Strauss & Co. team to help enhance and deploy the second phase of the B2B digital platform for the US marketplace. Wipro extended and delivered the Hybris B2B platform in addition to offering support for integration of backend SAP AFS ERP and master data management platforms.

As a strategic partner, Wipro brought an efficient delivery management model that blended agile methodology with waterfall for backend ECC integration. Wipro leveraged and augmented the Hybris base solution for the US marketplace thus keeping the platform scalable for global deployment.

Wipro was also responsible for the functional, regression and test automation activities, to allow efficient sprint and system-integration testing. The Wipro test team executed over a thousand manual and automated test cases to validate and ensure that the system was ready for production. Today, Levi Strauss & Co. leverages Wipro's Hybris production support expertise to manage the platform running across US and Europe in 21 countries, 14 languages, and 11 different currencies.

Key design features of the platform



Easy and intuitive buying experience



Cross sell/upsell to support marketing strategy/promotions



Multi-branded site for both Levi Strauss & Co. and Dockers®



Waitlist functionality for out-of-stock item/size and email trigger when items/size back in stock



Category assortments specific to customer types



Order orchestration and payment through multiple methods



Catalog browsing across multiple product facets



Supports multiple languages



Near real-time product availability and pricing



Works across multiple browsers and form-factors for desktops and tablets



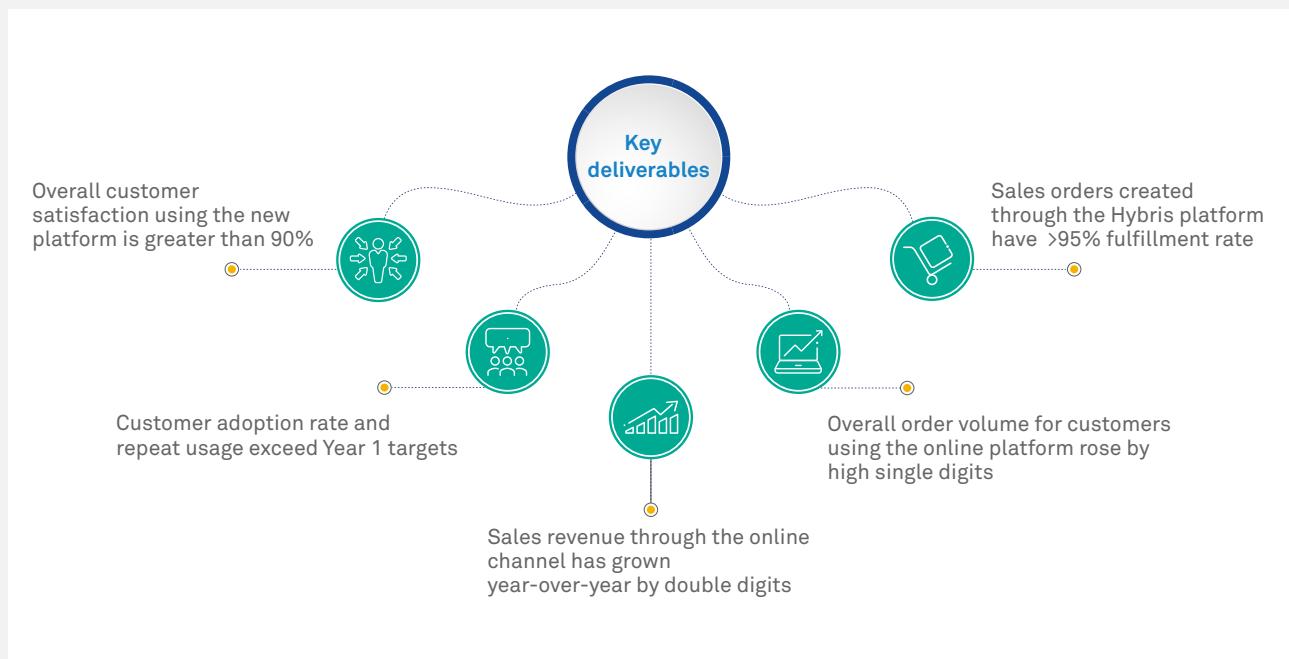
At-once replenishment ordering capabilities

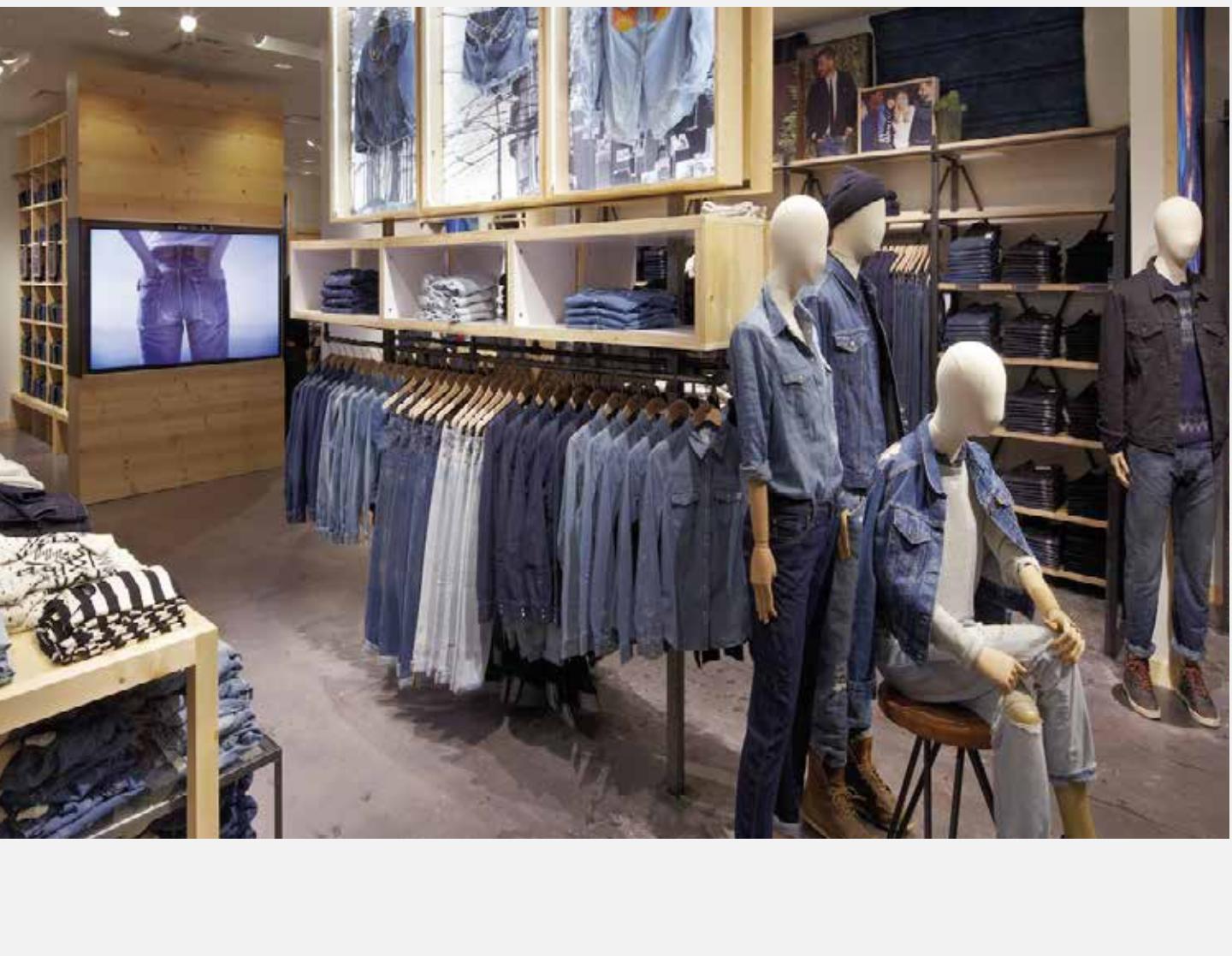


Business impact

The B2B digital platform delivers a modern B2C feel with an intuitive buying experience for non-EDI wholesale accounts. This integrated platform provides near real-time information on product, price, and availability to customers in an always-on environment. This helped improve

throughput and business velocity. These features have increased engagement with the brand and encouraged customers to move into a self-service purchasing experience allowing for increased sales volumes.





Levi Strauss & Co. Business Team Quote:

"U.S. BCOM has provided our sales team and accounts with the best-in-class B2B solution, transforming the way we do business. The Wipro team played a key role in the success of our U.S. launch and continues to demonstrate dedication, flexibility and high standards as the platform evolves."



Jen Beyer
Director, B2B eCommerce



Olga Gabris
Product Manager

Levi Strauss & Co. IT Team Quote:

"Great work, team spirit, and commitment from the Wipro team through all phases of the project deliver the B2B solution to the US market!"



JP Gendelmeyer
Director, Global Wholesale Digital Lead



David Cantrell
Sr. Director, IT Global Wholesale Applications

SKINNY

LUXE

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● **Wipro Limited**

Doddakannelli, Sarjapur Road,
Bangalore-560 035, India

Tel: +91 (80) 2844 0011

Fax: +91 (80) 2844 0256

wipro.com



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Together, we discover ideas and connect the dots to build a better and a bold new future.

For more information,
please write to us at
info@wipro.com