

Demanding More From an OMS:

How OrderDynamics®
Checked 700 Boxes
for la Vie en Rose

CUSTOMER STORY



Black Friday didn't break la Vie en Rose's legacy order management system, but it exposed a constraint the business could no longer afford to tolerate.

At peak, the retailer's homegrown OMS could only process about 300 transactions per hour, even as demand continued to climb. Orders would come in faster than the system could handle them, pushing transactions into a growing queue.

As that backlog built, products appeared available online after they had already sold and stores were asked to fulfill orders for items that were no longer there. Customers waited, then canceled. For a promotion-heavy retailer, that put revenue and customer trust at risk on the days that mattered most. "We'd have three, four, five thousand transactions sitting in the queue," said la Vie en Rose CIO Éric Champagne. "Stores couldn't find the inventory because it wasn't available anymore. It created a big problem."

La Vie en Rose needed an order management system that could keep pace with demand in real time, preserve inventory integrity and support omnichannel execution without pushing new complexity onto stores. The retailer found it in Tecsys OrderDynamics®, a system designed to process peak demand, protect store execution and deliver measurable improvements in speed and reliability.

What peak demand reveals

Peak volume not only stresses fulfillment capacity. It stresses the integrity of your inventory signal. When processing lags demand, availability becomes guesswork, cancellations rise and customer service shifts from support to damage control.

It also exposes whether your fulfillment logic is helping or hurting. Without regional routing and clear thresholds, retailers can end up shipping across the country unnecessarily, absorbing cost and time while stores carry uneven workloads.

A store-first omnichannel vision

La Vie en Rose's omnichannel strategy did not begin as a "web-first" transformation. The company remains store-led, with roughly 400 locations in Canada and about 90% of revenue coming from stores.

That reality shaped the vision. Champagne described the goal as a "full 360-degree circle" for the customer: buy online and pick up in store, return online purchases in store, and "save the sale" by completing a transaction in store and shipping to the customer from wherever the product sits.



About la Vie en Rose

Founded in 1985, Boutique la Vie en Rose Inc. has stood out as a Canadian leader in the lingerie and swimwear industry since its acquisition by François Roberge in 1996. La Vie en Rose focuses on providing high-quality and affordable undergarments, lingerie, loungewear, sleepwear, swimwear and beachwear.

The company also owns the Bikini Village banner, which positions itself as the destination of choice for the best selection of internationally renowned brands of swimwear, beachwear and accessories for both men and women. Based in Montreal, Boutique la Vie en Rose Inc. has 5875 employees and 400 boutiques in Canada under its two separate brands. Boutique la Vie en Rose Inc. is a true Canadian success story with a growing international presence. Since 2004, la Vie en Rose has opened more than 110 stores in 19 different countries.

The requirement underneath that vision was operational, not cosmetic. Customers should not be pushed between platforms. Associates should not be burdened with yet another system to learn.

In short, order management had to complete the omnichannel transformation without disrupting the in-store experience that still drives the business.

Why OMS change became unavoidable

La Vie en Rose's legacy OMS was not failing in subtle ways. It was failing in predictable ways under peak conditions.

Throughput ceiling

The homegrown system could not process more than 300 transactions per hour.

Queue backlog

When volume exceeded capacity, transactions moved into a queue, hour after hour. Champagne walked through the math: If 500 transactions arrive in an hour and only 300 are processed, the next hour begins with 200 already waiting. Over a full peak day, that backlog can stretch into days.

Inventory distortion and cancellations

The queue did not only delay processing. It unbalanced inventory, because the system could not recognize that queued items were already sold. That led stores to chase inventory that was no longer there and forced the business to cancel orders after the fact.

Blunt fulfillment logic

The legacy environment also made it harder to integrate regional fulfillment logic and prevent cross-country shipping that inflated cost and slowed delivery. For a high-promotion business, those gaps compound quickly at peak.

The principles behind the selection

When la Vie en Rose committed to replacing its homegrown OMS, Champagne insisted the selection process be business-led and disciplined. The goal was to find a system that could handle peak pressure, protect inventory integrity and support the omnichannel experience the business was already trying to deliver.



That discipline showed up early in the RFP. Champagne estimated the team documented “between 600 and 700 lines” of requirements. Then they tested vendors against those requirements through demos and due diligence, treating every claim as something that had to hold up under real-world scenarios.

The non-negotiables fell into five categories

Inventory thresholds by SKU

One of the first requirements Champagne outlined was the ability to set availability thresholds at the SKU level. The idea was simple: Do not promise inventory that cannot be fulfilled. If the OMS cannot reflect real-time conditions and enforce clear rules about what is sellable, every downstream decision becomes reactive.

Regional routing logic

La Vie en Rose needed regionality embedded into fulfillment logic so the business could stop shipping across the country unnecessarily. Under the legacy environment, the system tended to allocate orders to the store with the most inventory rather than making smarter location decisions. Over time, that translates into higher shipping cost, slower delivery and more store friction.

Capacity that could be stress-tested

Capacity was the breaking point for the legacy system, so the replacement had to perform at a different level altogether. Champagne described a target of processing more than 2,000 transactions per hour during Black Friday-level demand. That benchmark was a practical stress test designed to eliminate the “queue problem” that had been distorting inventory and driving cancellations.

A SaaS foundation with strong SLAs and integration readiness

From a governance standpoint, Champagne wanted the reliability and security expectations that come with a mature SaaS platform, supported by strong service levels. He also stressed the need for a portfolio of APIs, particularly to connect with carriers and the broader retail stack.

POS alignment and transactional complexity

Finally, the OMS had to integrate cleanly with the store environment and handle the realities of la Vie en Rose’s transactions. That included correct tax calculation and the ability to support promotion-heavy baskets, including buy-one-get-one structures and multiple promotions applied to the same bill.



Looking back, Champagne also called out a hard lesson from implementation planning that reinforced the importance of integration design. The early point-to-point approach between systems became a bottleneck. The team ultimately introduced middleware to make communication between platforms more reliable. It reinforced the need to judge an OMS by how it performs under real pressure.”

Why Tecsys OrderDynamics®

As Champagne evaluated the OMS market, he saw firsthand that not all OMS platforms are the same. For la Vie en Rose, the differences that mattered most were structural.

First was flexibility within a defined product. Champagne needed a flexible out-of-the-box system that could cover the majority of the requirements the business had documented. That mattered because la Vie en Rose was explicitly trying to move away from the long-term burden of custom development. In Champagne's words, the retailer's job is to run the business. Building and maintaining core commerce infrastructure indefinitely was not the best use of internal energy. He wanted to protect the organization from the upgrade problems that follow when every enhancement requires a long test cycle and brittle rewrites.

Next was completeness across the requirements. La Vie en Rose needed a platform that could execute complex routing decisions, support real-time inventory confidence and connect reliably into the retailer's broader ecosystem.

He also considered fit for store operations. The selection had to support an omnichannel vision without shifting the burden onto store teams. From the beginning, la Vie en Rose set a clear expectation that store staff would remain focused on one primary platform. That requirement shaped integration decisions and reinforced the need for an OMS that could operate as a reliable orchestration layer behind the scenes.

Finally, there was the outcome of the process itself. After the full RFP scoring and validation, Tecsys came out on top. For Champagne, that was the point of doing the work up front: Reduce a complex market to a decision the business can defend, then implement with confidence.

La Vie en Rose made the move for clear operational reasons: protect inventory truth, eliminate queue-driven distortion at peak, make routing decisions smarter and build an omnichannel foundation that does not require constant custom work to stay current. OrderDynamics® offered a path to do that with configurable capabilities instead of an open-ended development project.



An implementation strategy built around store reality

La Vie en Rose set clear success criteria for go-live. The system had to be stable. Orders could not be lost. The cutover had to be seamless. Store workflows had to keep moving without disruption.

That last point shaped the entire approach. Champagne was blunt about the risk of forcing stores onto a new platform. Store teams already have enough to manage during peak periods. Layering in a second system, then asking associates to switch between screens, would create resistance, add training time and increase the chances of operational mistakes when volume spikes.

Instead, la Vie en Rose protected store execution by keeping associates anchored in the environment they already used. Store staff could access order management through the existing POS experience. The OMS operated behind the scenes, orchestrating decisions and syncing data while stores focused on serving customers and fulfilling orders.

By May 2025, la Vie en Rose had moved onto the new OMS and met its core bar: stability at launch and continuity for stores. “The system worked,” Champagne said. “Orders went through. We didn’t lose a single transaction in the transition.”

Operational shifts and proof

After go-live, the clearest changes showed where the legacy system had struggled most. La Vie en Rose did not have to work around a capacity ceiling during peak. Inventory signals became more trustworthy. Fulfillment decisions became smarter and faster.

Shift 1: Real-time processing at peak

The legacy queue created a chain reaction: Delayed processing distorted availability, stores chased inventory that was already gone, cancellations rose.

With the new platform in place, la Vie en Rose was able to handle peak volumes without the same slowdowns or queuing. That shift also shows up in the approved performance metrics the team shared after the transition:

- A 32% decrease in online order processing time year to date
- An average order processing time of 1.3 days
- 25% faster order processing across 235 points of sale



We fulfilled orders faster and showed more available inventory because we had more accuracy,” said Champagne. “We tuned thresholds and regions through August and September, and we were ready for Black Friday and Cyber Monday. It was a great success.”

Shift 2: Inventory confidence that improves promise-making

When orders sit unprocessed, inventory becomes misleading. Availability looks higher than it is. Customers get promised product that can no longer be found. That cycle damages trust and forces customer service into constant cleanup.

After the change, la Vie en Rose strengthened inventory visibility and used that to support a more reliable promise at checkout. Internally, the team connected that improved visibility to a direct commercial outcome. It allowed the retailer to maximize inventory visibility during its biggest sale months.

The most important point here is practical. Better inventory visibility is not an abstract IT win. It is a selling advantage. The business can show more sellable inventory online with more confidence, then deliver on that promise more consistently.

Shift 3: Orchestration logic that supports speed and cost control

The old environment also pushed la Vie en Rose into fulfillment patterns that created unnecessary cost and delay, including shipping from distant locations when closer inventory existed.

With the new OMS in place, the retailer could apply regional logic, thresholds and inventory levels in ways the legacy system could not support. Champagne specifically called out the ability to address regionality, thresholds and inventory levels as major limitations that are now removed.

The change also supported a smarter approach to split shipments. Instead of forcing orders into consolidation patterns that slow delivery, la Vie en Rose could prioritize speed where it mattered and reduce friction across the network.

Shift 4: More flexibility during the months that matter most

The strongest proof of improved operational agility came during November and December. La Vie en Rose changed its web operation strategy during those peak months and tied the outcome to stronger inventory visibility.

The result was clear:

- A 55% increase in online orders during November and December compared to the previous year

The increase reflects improved operational capability. With a stronger order management foundation, the business could execute a different strategy at peak.

What's next for la Vie en Rose

Champagne views the OMS work as a foundation the business can keep tuning rather than a one-time project that ends at go-live. With the biggest constraints removed, the next opportunities sit in the choices la Vie en Rose can now make around transportation performance and cost.

He pointed to carrier strategy as the next area to evaluate. With better control over orchestration, inventory levels and fulfillment decisions, the company can look more closely at how it ships orders, which carriers it uses and where it can reduce cost while protecting delivery speed. Canada's geography makes that tradeoff real; transportation costs are high and delays are hard to hide during peak. The difference now is that la Vie en Rose can address them before peak demand exposes the gaps.

A CIO's guidance for making the leap

Champagne's advice to retailers who feel behind is blunt: Treat technology decisions as business decisions, then move.

He argues that digital work can't be delegated as a back-office function. "Make sure your CIO reports to the CEO," he said, "not the CFO," so technology choices stay tied to business outcomes.

He also pushes back on the instinct to delay investment on cost grounds. In his view, modern retail technology is rarely the budget buster people assume and postponing change carries its own penalty.

He cautions against turning an OMS implementation into a customization effort. His rule is to choose a solution that meets the requirements end to end, then be disciplined about changes that create long-term cost and complexity. "You want to make sure your customers get their goods fast," he says. "Get a solution that covers all the angles."



About Tecsys

Tecsys is trusted by mission-critical organizations in healthcare and distribution to build resilient, efficient and secure supply chains. A global provider of cloud-based, AI-driven software with deep domain expertise, Tecsys delivers real-time operational visibility and execution across critical workflows when performance and reliability matter most. Tecsys is publicly traded on the Toronto Stock Exchange (TCS). For more information, visit www.tecsys.com.



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