

Redefining Omnichannel Retail at **Forever New**

A digital transformation
with Tecsys and
OneView Commerce

SUCCESS STORY



FOREVER NEW

Introduction

Forever New, a global fashion retailer, confronted the complexities of an evolving retail landscape where customers demand seamless, personalized experiences across all commerce channels.

To meet these rising expectations, the company partnered with Tecsys and OneView Commerce to revamp its omnichannel retail strategy. Together, they developed and implemented a unified commerce solution that leverages real-time inventory visibility and intelligent automation to optimize fulfillment, whether consumers place orders in-store, online, or via mobile app.



OneView creates the digital pathway to transform store engagement with a composable platform for point of sale, real-time inventory and omnichannel store fulfillment that synthesizes engagement to the omnichannel moment of action and enables digital reach into stores.

This case study highlights Forever New's journey in overcoming challenges around omnichannel expansion, and the strategic steps taken to enhance the customer's retail experience.



“What we’re seeing today is the shift to a ‘never not shopping’ mentality – consumers expect the ability to engage with a brand at any time, anywhere. To do that, retailers need robust platforms that can handle the digital promise while ensuring physical fulfillment.

Guy Courtin, Tecsyz



Challenge

Faced with an increasingly complex and competitive global retail landscape where customers expect a cohesive brand experience across all channels, Forever New recognized the need for a robust and modern omnichannel strategy.

The company’s legacy systems failed to facilitate seamless interactions across physical stores, e-commerce and mobile apps, hindering their ability to meet customer expectations. Forever New’s tech stack also lacked the flexibility and scalability for real-time inventory management and optimal order fulfillment in the omnichannel environment.

Solution

Tecsyz and OneView collaborated with Forever New to transform its omnichannel retail strategy by implementing a unified commerce solution.

The technology partners dismantled Forever New’s outdated legacy infrastructure, which had created silos between digital and in-store inventory. In its place, Forever New integrated Tecsyz’ OrderDynamics® order management system (OMS) with OneView’s omnichannel fulfillment platform. This enabled a seamless flow of information and a cohesive customer experience across all channels.



“Our vision is to deliver an integrated, personalized customer experience across all touchpoints. Our omnichannel strategy centers on modernizing our tech stack, ensuring seamless, unified experiences regardless of how our customers interact with us, whether in-store or online.”

Naresh Teckchandani

*GM of Information Technology
Forever New*



“This is where the Tecsyz OMS and platforms like OneView Commerce come in – they enable the orchestration at that seamless experience across channels.”

Guy Courtin

*VP of Industry and Global Alliances
Tecsyz*

Real-time inventory visibility

By breaking down legacy barriers between channels, Tecsys and OneView have provided Forever New with real-time visibility to inventory stored in its warehouses and stocked in physical retail stores.

This enables the company to leverage enterprise-wide inventory assets to seamlessly satisfy customer demands for product, regardless of their chosen commerce channel.

Intelligent order fulfillment automation

Tecsys and OneView designed an advanced order management and fulfillment ecosystem that leverages intelligent automation across all channels to streamline processes, increase warehouse and in-store staff member productivity, and deliver products into the hands of Forever New's customers more quickly.

When a customer places an order through Forever New's e-commerce site or mobile app, Tecsys' OMS leverages intelligence to direct the order to the optimal fulfillment location — a Forever New warehouse or a physical store.

If the order is directed to the warehouse, picking, packaging and shipping is orchestrated in the OMS. If the order is directed for store fulfillment, the OMS sends the data to OneView, which in turn, digitally sends the order details to the store.

In-store, sales associates leverage OneView to gain a single view of orders, transactions, customers and inventory via integrated mobile devices. The device directs them to the products in the customer order, whether on the store sales floor or in the storeroom, so they can efficiently and accurately pick and pack the desired items. Shipping integrations allow associates to efficiently handle store shipping, as well as pickups.

Designed for flexibility and scalability

As a global retailer, Forever New required seamless order fulfillment across geographies and time zones. Tecsys and OneView built Forever New's unified solution using microservices and event-driven architecture to ensure systems interact in real-time, no matter their location.

The cloud-native, serverless architecture is designed for scalability, allowing Forever New to handle both current and emerging market opportunities and challenges effortlessly.



"One of our main goals with Forever New was to build a decoupled, composable architecture. Real-time communication between our platforms ensures orders are processed smoothly, whether click-and-collect, ship-from-store, or another fulfillment method."

Abhijit Killedar
Chief Technology Officer
OneView Commerce



Results

Forever New's unified commerce solution, integrating Tecsys' OMS and the OneView omnichannel fulfillment platform, has broken down barriers between channels. This has provided full visibility to inventory, a seamless customer experience and the agility to adapt to shifting consumer demands.

Improved inventory utilization and reduced cancellations

With real-time visibility to all inventory and embedded intelligence within the Tecsys OMS and OneView solutions, Forever New ensures orders are fulfilled in the most efficient, cost-effective and profitable way, whether from a warehouse or a store.

By quickly locating and dispatching products from the most advantageous location, Forever New has improved inventory utilization, increased full-price sales, reduced markdowns and minimized cancellations.



"The ROI has been significant. And, of course, customer satisfaction has improved, which is always our primary goal."

Naresh Teckchandani

GM of Information Technology

Forever New

Seamless customer experience across channels

Regardless of where and how customers shop, Forever New's omnichannel solution offers them a consistent, personalized experience where interactions feel integrated and effortless.

Customers receive real-time status alerts for digital orders placed for store pickup or delivery. This includes notifications when order picking and packing are completed in-store and when shipments are sent from either the warehouse or retail location. This integration also extends to carrier alerts, keeping customers informed throughout the order lifecycle.

Scalable infrastructure for peak seasons

With its modern, cloud-based architecture, the Tecsys and OneView solution overcomes the challenges of global omnichannel retail commerce, including seasonal shifts in order volume. This means that during peak events, such as Black Friday, the technology can seamlessly scale to accommodate surging volumes with no disruptions.

With complete inventory visibility, orders are directed to the most efficient fulfillment location with product in stock. This ensures customers can procure the items they desire and Forever New can capitalize on sales and optimize its inventory assets at peak times – and anytime.

Accurate and fast order fulfillment

By partnering with Tecsys and OneView, Forever New has achieved its goal of delivering a unified omnichannel customer experience that maximizes operational efficiency and inventory assets while driving greater profitability for the company. In today's ever-expanding global retail environment, shoppers' expectations for brand performance climb sharply while their tolerance for disruptions and delays plummet.

Forever New's customers can now shift their shopping modality based on their preferences with the convenience of a common experience, knowing the retailer will fulfill its brand promise of accurate and fast order fulfillment.

Additionally, the cloud-based infrastructure ensures Forever New can effortlessly handle changing consumer demands and peak season volumes, positioning the company for long-term success in the competitive global retail market.

Speak to a retail supply chain expert



Content in this document is sourced from
[Webinar: Forever New Clothing's Journey to Omnichannel Excellence](#)



"We modernized our tech stack to eliminate legacy limitations, centering everything around the customer.

Many retailers operate in siloed channels, but we aim to blur those lines and offer the same personalized experience, no matter the channel – online, in-store, or mobile."

Naresh Teckchandani

*GM of Information Technology
Forever New*



Taking a lesson from Forever New, other global retailers can adopt similar omnichannel strategies to stay relevant and responsive in an increasingly competitive retail environment. Speak with an expert at Tecsys to discuss how omnichannel technology can transform your retail operations.

About Forever New

Founded in Melbourne, Australia in 2006, Forever New is a global brand loved worldwide for its timeless, feminine collections. With more than 400 retail stores, the company operates as Forever New in over 25 countries, and as Ever New in Canada, the U.S. and the Philippines.

Meet the experts

Naresh Teckchandani

GM of Information Technology

Forever New

A highly skilled and experienced technology professional with over two decades of experience in software engineering, architecture, design and innovation on various technology platforms, Teckchandani has been working to modernize Forever New's tech stack, particularly in the omnichannel space.

Guy Courtin

VP of Industry and Global Alliances

Tecsys

A senior executive with over 25 years of experience in the technology field, Courtin leads Tecsys' global alliances vision and strategy, working with leading companies across healthcare, distribution and retail to meet their needs. He is also responsible for building and managing the company's global alliance and partner program.

Abhijit Killedar

CTO

OneView Commerce

With twenty years of expertise in product development, implementation and support, Killedar owns the OneView Commerce technology roadmap, including validation of the trends, architecture, products and integration partnerships that ensure OneView remains at the forefront for thought and industry leadership.

About **Tecsys**

Since our founding in 1983, so much has changed in supply chain technology. But one thing has remained consistent across industries, geographies and decades – by transforming their supply chains, good organizations can become great.

Our solutions and services create clarity from operational complexity with end-to-end supply chain visibility. Our customers reduce operating costs, improve customer service and uncover optimization opportunities.

We believe that visionary organizations should have the opportunity to thrive. And they should not have to sacrifice their core values and principles as they grow. Our approach to supply chain transformation enables growing organizations to realize their aspirations.



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