

Point of Sale Solution Vendor Selection for a Footwear Retailer

This client designs, develops, markets, and distributes footwear for men, women, and children – operating through three segments: domestic wholesale sales, international wholesale sales, and retail sales. They are a family-focused brand whose mission is to become the first choice of casual and active footwear for their customers.

Clarkston performed a technology assessment for the client, and the POS (point of sale) system was identified as a foundational system that needed to be modernized for the client to reduce some of their technical debt and increase operational efficiencies. The client had been running their \$4B in revenue business with a legacy POS system that lacked common modern functionality and proper manager and security controls, required regular customization for global requirements, provided an inconsistent customer experience between the online and in-store channels, and didn't have the technical foundation required to meet modern retail requirements.

Clarkston was engaged to facilitate a POS vendor selection to support in aligning the client's technical and functional requirements with a new POS solution that would give their customers and staff an enhanced shopping and operational experience, as well as serve as a foundation for a larger retail technology modernization program.

Retail Case Study

PROJECT OVERVIEW

INDUSTRY:



Retail

PRODUCT AND SERVICES:



Footwear and Apparel

PRIMARY OBJECTIVES:

- Guide the client through a structured and organized vendor selection process to pick a modern point of sale system
- Facilitate vendor communications, including RFI (Request for Information), RFP (Request for Proposal), and multiple on-site demos, to determine the best fit vendor
- Gather business requirements in order to have a foundation of business needs to build an RFP around
- Build preliminary implementation plan to jumpstart subsequent project after selection is completed

RESOLUTION:

- Provided accelerators that assisted the client in identifying and defining their current requirements and future state needs
- Developed the RFI and RFP and provided support with vendor demos by creating scripts that focused on the client's core needs for the new POS solution, ensuring they were robust enough to help the client assess vendors viability
- Guided the review and down selection process to identify scoring criteria, developed score cards, facilitated a collaborative down selection process, and aided in the final negotiations once the vendor selection had been completed

KEY BENEFITS:

- Provided the client with a clear and calculated process that empowered them to make a collaborative and informed decision on a POS solution that would drive their business into the future



KPIs

Secure and scalable code base

Country packs to ensure fiscal compliance and speed to international deployment

Centrally managed promotions

Ease of integration with internal client systems

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