

## Background

- Barneys New York is an American chain of luxury department stores headquartered in New York. The client is a specialty retailer of high end apparel goods having leading designers show case their latest collections on their website.
- Client uses Demandware, a cloud-based on-demand eCommerce platform and related services

## Objectives

- Provide the customers an enhanced user experience and mobile responsive site leveraging the personalization and responsive features of Demandware's Site Genesis 2.0
- Seamlessly and rapidly upgrade Demandware platform from Site Genesis 1.0 to Site Genesis 2.0 to align client's strategy with the product roadmap
- Help business and IT stake holders align on priorities, enabling them to create a roadmap for first release and subsequent enhancements
- Ensure minimal business impact post upgrade; All third party integrations remain unaffected during the upgrade

## Solution Delivered

- Delivered a seamless omni-channel user experience across desktop, tablet and phone by enhancing the responsive features of the platform
- The new site uses Responsive design, an approach aimed at providing an optimal viewing experience with a minimum of resizing, panning, and scrolling, across multiple view ports (desktops, tablets and mobile devices)
- Brought to bear our technical expertise and program management experience to establish a PMO. This ensured all stakeholders were aligned with project goals
- Recommended and implemented enhancements that delivered improved user experience, minimize clicks and optimized checkout process
- Improved overall performance of the site by implementing parallel asynchronous processing and eliminating redundant database requests
- Enhanced the user profile management, favorite product management and international checkout flow
- Coached the clients merchandising team to leverage the latest platform features, and give them greater control over the static content, marketing campaigns and promotions

## Results

- Increased conversion Increased conversion resulting in a double digit growth in the revenue generated through online sales
- Business team independently managed the first sale post launch with no involvement of IT team – we helped them adapt quickly

# B A R N E Y S N E W Y O R K

Barneys New York is a specialty luxury retailer headquartered in New York, operating a chain of department stores with the most discerning collection from the world's top designers. It caters to women's and men's ready-to-wear clothes, accessories, shoes and jewelry. Barneys New York operates flagship stores in multiple cities including New York City, Beverly Hills, Chicago, San Francisco, Los Angeles along with several other outlets across United States. For more information, please visit [www.barneys.com/aboutbarneys](http://www.barneys.com/aboutbarneys).



Adapty Inc is a US based company with delivery centers in Mumbai, India, that works with leading online retailers to implement digital commerce platforms. Our technology teams design and implement omni-channel solutions that drive customer engagement and business growth. We are experts in Oracle Commerce, Demandware and Magento Commerce platforms. We provide omni-channel solutions for Retail, Luxury Goods, Financial Services, Media, Publishing, Telecom and Subscription Model based businesses. For more information visit [www.adapty.com](http://www.adapty.com).