

## Reitmans Builds Brand Loyalty as Fashion Purchases Shift Online



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**Carlo Varano**, Director  
Application Systems, Reitmans Ltd.

### Goals

Simplify data integration across a complex IT environment, including on-premises, cloud, and third-party systems

Deliver seamless e-commerce experience as more customers buy online—during the pandemic and beyond

Drive an omnichannel strategy to offer customers more flexibility and convenience, wherever they choose to shop

### Solution

Adopted a cloud-based data integration platform that makes it easy to connect data no matter where it resides

Enabled real-time integration between the order fulfillment system and the customer order tracking system

Used automated batch integration to keep inventory, product information, and supplier purchase orders updated

### Results

Supported a gradual migration to the cloud while lightening the workload for IT and keeping it focused on innovation

Improved the shopping experience from purchase through delivery, helping to increase online sales

Set the stage for convenient new omnichannel models, including buy online pickup in store (BOPIS)



## About Reitmans (Canada) Limited

Reitmans is a leading women's specialty apparel retailer with retail outlets throughout Canada. The company operates 415 stores consisting of 245 Reitmans stores, 92 Penningtons plus-size clothing stores, and 78 urban fashion stores under the brand RW&CO.

## Informatica Success Story: Reitmans (Canada) Limited

In Canada, Reitmans stores are a familiar sight on city streets and in shopping malls nationwide. As the country's largest women's specialty clothing chain, the company strives to create convenient customer experiences, both in stores and online.

Moving to the cloud is a big part of Reitmans' omnichannel strategy—in recent years, its IT environment has become a complex mix of cloud and on-premises applications, with third-party solutions handling e-commerce and order fulfillment. As Director of Application Systems, Carlo Varano is at the center of it all. He's been with the company for over 20 years, starting with a summer job packing boxes in the distribution center. Today, he's leading the charge to the cloud and making sure applications work together on the back end to deliver a seamless shopping experience for customers.

"Reitmans has a strong appetite to move to the cloud, as it will help us reduce IT administration costs and increase scalability as we ramp up sales," says Varano. "As our strategic roadmap comes into focus, we're striving to reach an end state where all critical applications—both cloud and on-premises—are integrated and helping the business grow."

Varano works closely with Senior Systems Analyst and Principal Architect Karine Bolduc on key integrations. In 2020, they were starting a new project that promised to make a big impact on the customer experience—integrating a cloud-based customer order tracking system into its order management platform. That would give customers full visibility into order status, from processing and fulfillment to shipping and delivery.

Then the COVID-19 pandemic hit. Online sales were growing rapidly, and the project suddenly became more urgent. "We were in the middle of the pandemic and about to embark on something new," says Varano. "We needed a vendor and technology we could trust."

## Modernizing during a pandemic—and coming out ahead

Already an Informatica customer for on-premises data integration, Varano and Bolduc decided to use [Informatica Intelligent Cloud Services](#) to handle all new integrations in its cloud environment. The decision was an easy one. "Our developers are already familiar with Informatica, and we had heard that Informatica Intelligent Cloud Services was straightforward and easy to use," says Bolduc. "Add that to the fact that we can get new features and functionality as soon as they're released in the cloud, and it just made sense to work Informatica."

Under time pressure from the pandemic, Varano and Bolduc engaged Informatica for a [JumpStart service offering](#) so they could integrate customer orders with the customer order tracking system as quickly as





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**Karine Bolduc**

Senior Systems Analyst and Principal Architect, Reitmans Ltd.

possible. The team used [Informatica Cloud Application Integration](#) to send customer orders from an on-premise Order Management system to the customer order tracking system in real time, leaning on Informatica for expertise and guidance.

"During the pandemic, when we were really just expected to keep the lights on, the Informatica team was by our side, helping us innovate," says Varano. "To complete an important third-party integration with virtually no issues during a global pandemic made it a true success story."

In situations where real-time integration isn't needed—such as daily inventory, product information, and supplier purchase orders—Reitmans uses Informatica to integrate the data among the different systems. Daily inventory is sent to the web sites and as inventory changes throughout the day, updates are made.

### **Increasing e-commerce revenue with a seamless customer journey**

Using Informatica Intelligent Cloud Services allowed Varano and Bolduc to complete the project in just a few months. This enabled Reitmans to accelerate time to market during the pandemic, improving the customer experience as more people shopped online.

"By connecting our order management system to the customer order tracking system, Informatica plays a major role in making the shopping experience intuitive, transparent, and user-friendly," says Varano. "As a result, sales went up in some areas, creating an incremental increase in total e-commerce revenue."

But the customer order tracking system integration is just a starting point. Next, Varano plans to roll out buy online pickup in store (BOPIS) capabilities, effectively using the retailer's 400 brick-and-mortar stores as fulfillment centers—and having online orders ready within hours. The idea is to give customers more choices, increasing satisfaction and making them more likely to buy again.

"Informatica connects the dots between all the applications that contribute to the customer journey—moving data across a complex IT environment," says Varano. "And as we move more systems to the cloud, Informatica will help us get there faster."

### **Growing the business faster by building trust and focusing on innovation**

Even before the pandemic, retail was changing fast, and now it's changing even faster. Moving forward, Varano and Bolduc plan to gradually move all of their on-premises integrations to Informatica Intelligent Cloud Services, making it easy to keep IT focused on supporting new business initiatives.





### Inside The Solution:

- Informatica Intelligent Cloud Services
  - Informatica Cloud Application Integration

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#### **Carlo Varano**

Director, Application Systems

Reitmans Ltd.

"We're very happy to tell our business partners that with a cloud solution, we don't have to worry about things like backups or disaster recovery, and we're actually freeing up those resources to create more value for the business," says Bolduc.

Future plans include enhancing business intelligence and reporting with a cloud data warehouse solution, using application integration for real-time integration. "Our passion comes from the loyalty and trust we've built with the business and with partners such as Informatica," says Varano. "That trust is what made it easy to convince our colleagues that cloud was the right way to go, and we had ultimate faith in Informatica to help us reach our goals during this crucial time."

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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