



DIGITAL TRANSFORMATION DISCOVERY FOR THE ELITE FASHION RETAILER

The Forbytes team took part in developing a digital transformation strategy for Stenströms. During project discovery, we helped the company get a clear vision of the digitalization process that would reduce manual work, streamline back-office processes, and open new opportunities for business growth.

ABOUT STENSTRÖMS

Stenströms is a respected fashion brand with more than 120 years of history. Stenströms is well-known in Europe and has a wide distribution network in the United States and Canada. It has always focused on quality and comfort. Fabrics for their products are produced in the Czech Republic, Italy, Portugal, Switzerland, Germany, and Spain.

Client:

Stenströms

Location

Sweden

Service type:

Digital transformation discovery

Team composition:

1 System Architect,
1 Senior .NET Engineer,
1 Senior Front-End Engineer,
1 Project Manager,
1 Business Analyst

❑ Elite international fashion brand

❑ Founded in 1899

❑ Wide distribution network

❑ \$26 million revenue

❑ Operates in 20+ countries

❑ 150+ employees in Sweden and Estonia

SCOPE OF THE PROJECT

We started the Discovery phase on the client's side. Forbytes team spent a week in the Stenströms' office in Sweden analyzing and exploring their business. Our main goal was to create a digital transformation strategy for the Made-to-Measure production process. Producing unique shirts for individual client measurements required retailers to fill in a paper-based form with client's data, scan it, and send it to the Stenströms office in Sweden. There, the order was put in the business system manually and sent to the factory in Estonia, where managers had to convert the information again so it could be used in their own system.



We chose a project management approach that satisfied both teams and made communication transparent during the development stage. We agreed on the project team structure with the necessary skills to ensure better results at an optimal cost. After we analyzed the work of the prototype and gathered feedback on its use, Forbytes dove into software product engineering.

Stenströms and Forbytes teams worked together to design an application that reduces manual work and unites business processes in one system. The application decreases the number of mistakes in Made-to-Measure orders, helps control fabric availability in different warehouses, and frees up retailers' time to allow them to handle more orders. It is expected that it will help the company double the number of produced Made-to-Measure shirts per week.



THEIR CHALLENGES

When partnering up with Forbytes, the client aimed to get a plan for the digital transformation that covers all business needs and production processes.

As Stenströms has a wide distribution network with hundreds of physical stores plus an online store, they needed to structure the information flow and project components in one clear system.

During the discovery phase, Stenströms expected us to provide them with a strategic overview of the solution and plan out a project timeline, scope, and resources.

Before going live, the product we built had to prove itself to be intuitive and useful for employees. The client wanted to validate the visual concept of the interface.

OUR SOLUTIONS

1

During the discovery phase, Forbytes dove into the internal processes of the company and came up with a clear plan for developing a solution tailored to Stenströms' requirements.

2

We introduced new solutions that structure business information and create an effective flow and exchange of information between departments. It aims to increase the efficiency of completing orders for items with custom measurements.

3

Stenströms got a clear understanding of the project structure and obtained the documentation necessary for the development stage: project scope, schedule, budget, team structure, and everything needed.

4

We provided a clickable prototype that represented user interaction with the future system. The feedback from Stenströms was used to analyze, adjust and improve our ecommerce solutions.

HOW WE ADD VALUE

01. BUSINESS TRIPS

Business trips to Sweden helped us learn more about the subtleties of the client's business. Our team analyzed their mains and better understood how to solve them with tech solutions. The client got quality software engineering services at a reasonable price plus the opportunity to meet the partners face-to-face.

02.PRECISE TIMEFRAMES

Our project manager created a project schedule to keep all processes in clear timeframes. Clear timeframes on the project prevented delays and ensured that the client got a solution as timely as expected.

03.CLEAR VISION

Forbytes team visualized the deliverables sequence in a roadmap to align the solution vision with the business objectives. The client got deep control over the project and made sure that the product was being built according to the plan and needs.

04.PRODUCT BREAKDOWN STRUCTURE

We gathered all information about project components and their interactions to create an understandable and easy-to-use product breakdown structure. This helped us make sure that we won't build anything that would be unnecessary for the client's team and will focus only on goal-oriented tasks.