Case Study

A pioneer in the premium denim market, True Religion has become synonymous with modern and distinctive product designs with exceptional fit, styling and durability. As a result, True Religion has grown rapidly to become a global leader in lifestyle branding with diverse wholesale, ecommerce, and licensee channels and more than 150 company-run stores worldwide.

This Case Study explains how RIBA Retail, on a very challenging, unyielding schedule, engineered and delivered a complex set of integrations such that True Religion's supply chain systems were fully operational with its new Epicor merchandising system the day after going live.

Speed bump on growth path
After 12 years of spectacular growth, the company realized it was to time invest in a new retail system to meet its functional needs, scale with the company's growth, and integrate seamlessly with its supply chain.

"*We chose Epicor because we wanted to focus on the customer experience and provide the flexibility needed to operate consistently over multiple channels,*" said Muthu Balu Director of Enterprise Applications

The Wholesale/Retailer's Dilemma
Like many global wholesale/retailers, True Religion's day to day operations depends on a robust information exchange between several systems. Retail "orders" are really shipments from wholesale which must be allocated to the store, color, & size. Epicor transforms allocations into drop shipments or distributions. Distributions are picked/packed and weighed prior to shipment to stores.
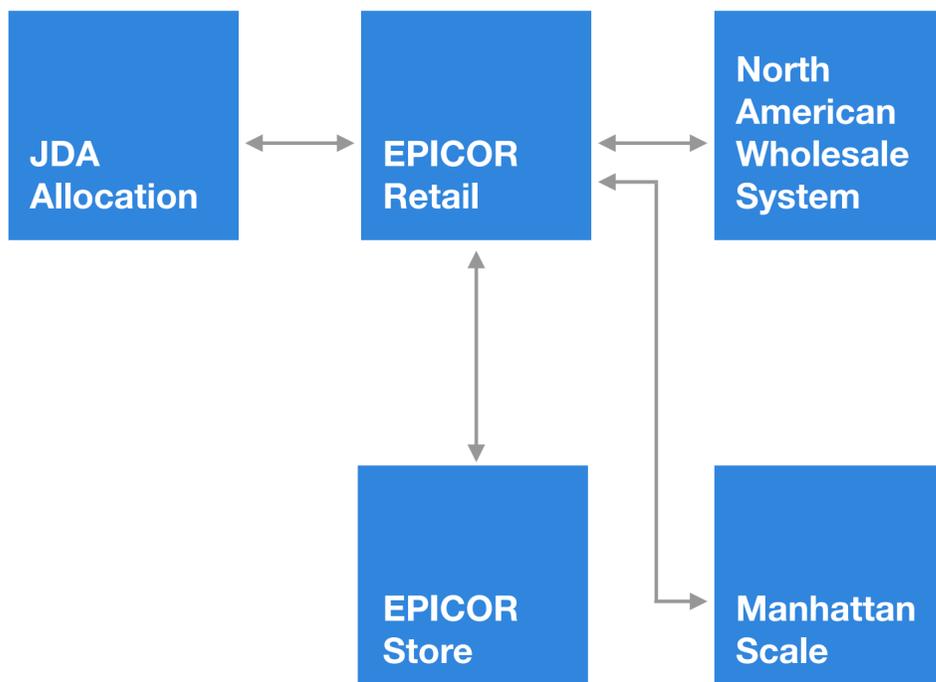
A day like no other
True Religion's IT staff faced a significant challenge transitioning from their old retail system to Epicor. It had to be a "waterfall" approach because users had to trust all integration points on the first day. Anything less would cripple TR's operations.

"*We selected RIBA for its knowledge and experience with Epicor. We didn't have time to train people or learn new tools,*" remembered Balu.

Methodology was also important because without RIBA's repeatable process coordinated testing would have been impossible. RIBA's task was to accomplish over a dozen transformations in 25 weeks, working in parallel with the rest of team.

Forward Thinking
RIBA communicated with Epicor's underlying transaction engine, using MSMQ, to exchange information on a real-time basis. Another significant milestone was RIBA Retail's implementation of its new DataHub, making it easier to integrate other 3rd party solutions in the future.

Vision Realized
The project's outcome? Epicor was installed on Sunday. "*The next day*", Project Manager Balu reported, "*all systems were fully operational and integrated. -- all without major incident. We couldn't have had this success without RIBA.*"

RIBA**Retail**

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Epicor Retail's Data Integration Partner

RIBA Retail removes the risk and uncertainty in epicor retail integration projects. Our repeatable approach leverages automation and knowledge to reduce the cost, minimize disruption, and maximize value of Epicor solutions.

Broad Epicor retail experience

We chose RIBA Retail to help us with our implementation of Epicor because of their in depth understanding of the Epicor data structures, solid retail background, and data transformation methodology. We are happy to have partnered with RIBA.

Harvey Borden
CIO, Big M Inc.

2010 and earlier	2011 - 2012	2013 - 2014
Boot Barn	Big M	Roots
The Paper Store	Charming Charlie	Ideel (Groupon)
Tory Burch	DKNY	Atari Mexico
Under Armour	MGM	Grupo Axo
	Comark	Road Runner Sports
		New Balance
		True Religion

RIBA Retail came highly recommended to us, as we struggled through a number of issues. RIBA was able to help almost immediately. RIBA Retail has been a truly professional partner and we continue to rely on RIBA Retail's application integration service.

Ekta Chopra, VP Technology, Charming Charlie

Our Advantage

Knowledge:
RIBA Retail's professional staff has more than 70 years experience working with Epicor retail solutions.

Repeatable Methodology:
Every project follows the same approach, automating much of the mapping process. We always work from a clear understanding of requirements and downstream system impacts.

Flexible Pricing:
Fixed Price projects or by the hour.

A perfect complement:
RIBA's integration services typically complement the efforts of larger team -- IT staff, Epicor services, and systems integrators. The team counts on us to deliver the transformations permitting their focus on higher value deliverables.

Leading Features

Transformer:
We have developed a transformation and mapping tool to provide extraordinary flexibility and speed in the overall process of data transformation and automation.

PO Express:
Our Web-based PO Express solution enables users to improve their productivity and flexibility when entering styles and orders.

DataHub:
In 2014, we introduced the first version of our hub and spoke architecture to distribute data from multiple sources based on tailorable business and workflow rules . This promises to make it far easier for clients to work in environments where a number of third party systems need to be coupled together.