



# PERRY ELLIS INTERNATIONAL

Global retailer meets short  
timeline with BTM Global's  
unique approach

## Quick Facts

**BTM Global Services:** Development, Implementation

**Solutions:** Oracle Retail v14

**Scope:** All U.S. and U.K. store locations

**Timeline:** Less than six months

Perry Ellis International (PEI) is one of the largest branded lifestyle apparel companies in the world with a diverse brand portfolio distributed through multiple channels. PEI has more than 70 stores in the United States and United Kingdom.

## Project scope and challenge

It was imperative that the retailer integrate its online and physical store brand environments to provide customers with a more seamless, premium shopping experience. PEI sought to transition from Oracle Retail v12 to v14, enabling the retailer to better leverage its goal of commerce anywhere; pricing and allocation capabilities; increased inventory visibility, accuracy and access; as well as modernize its point-of-service (POS) technology.

## SERVICES

- Software strategy consultation
- Solution definition
- Technology evaluation
- Architecture and infrastructure analysis
- Data conversion
- Software development and modifications
- Application deployment
- Operational monitoring
- Project delivery management

Security was also a prime concern; PEI aimed to strengthen the security of its POS to better protect customers and itself, gain single sign-on integration, and ensure all payment software could be applied in other countries as stores were added. EMV-enabled payment integration, P2PE and tokenization were key parts of this.

To achieve this, PEI sought a technology partner to lead the upgrade of its Oracle Retail and POS software suites across all U.S. and U.K. store locations. The scope also included:

- Oracle Store Suite (Point-of-Service, Back Office, Central Office)
- RMS
- RPM
- Allocation
- SIM
- RIB
- Custom and legacy integrations
- Data conversion and migration

### Services

PEI chose BTM Global as its partner on this complex, aggressive project. “BTM Global had the most innovative approach to what we needed, and was the only vendor to offer a true upgrade solution to transition us from v12 to v14,” explained Sandeep Baghel, director of retail systems at PEI. “Other vendors recommended a more time-consuming approach and complete re-implementation of Oracle Retail v14.”

### Results

As a result of BTM Global’s unique upgrade approach, the entire project was completed on time and marked the first enterprise upgrade to v14 for Oracle Retail. In addition to the value-driven nature of BTM Global’s approach, its plan also proved to have the lowest downtime during the turnover.



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“We have a very expedient, seasoned internal IT team, and BTM was the technical partner we needed to help supplement us throughout the project,” said Baghel. “Our teams worked together very well and BTM did much of the work remotely utilizing US and offshore resources.”

As a result of this strategic approach, BTM Global delivered its scope of the v14 upgrade in less than six months. The retailer now provides a more modern experience for its U.S. and U.K. employees and customers; improved promotional abilities; clear inventory visibility; and EMV-enabled payment integration that delivers stronger security measures to protect customers and itself.

“The project was a huge success and our partnership with BTM was a key part of this,” said Baghel. “Their unique approach delivered on its promises and met our tight timelines.”



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Contact us at 612-238-8800