

CASE STUDY

**World's Leading Video Game
Retailer Undergoes Managed
Services Transformation**

Achieves 22% Cost Savings, Holiday
Peak Readiness, & Retail Sales Growth

Client

A US-based retailer specializing in video games, consumer electronics, and gaming merchandise, it has over 5,000 stores in 14 countries and is one of the world's top video game retailers.



The Challenge

Our client, a Fortune 500 company, was incurring high operational costs due to 90% of its 200+ vendors being onshore. They struggled to maintain and support a vast array of enterprise-wide applications, which included hundreds of homegrown and COTS applications across functions like POS, OMS, Merchandising, Supply Chain & Warehouse, Finance & Accounting, and Reporting. The client needed a partner to help consolidate their operations, optimize productivity, enhance support, and streamline processes.

They wanted to

01

Reduce maintenance costs for over 500 applications

02

Use automation to increase productivity

LTIMindtree Solution

LTIMindtree acted as the enterprise-wide Application Maintenance and Support (AMS) partner. These applications spanned various functions, including Store POS, OMS, Merchandising, Supply Chain Logistics, Warehouse Management, Finance & Accounting, and Reporting systems. Our end-to-end IT services featured a rapid response team, process revamp, and automation, enhancing the client's extensive application suites' reliability, continuity, and efficiency.

Our team managed processes of warehousing, fulfillment, reverse logistics, and cross-channel integrations, ensuring smooth and efficient operations. To swiftly address order fulfillment issues, we established a rapid response team for immediate solutions and minimized downtime.

We enabled 24X7 support & cost savings with the right blended onsite & offshore teams for round-the-clock assistance. We also enhanced productivity and reduced operational time by implementing various optimization strategies, including process improvements, technology upgrades, and workflow enhancements.

Business Benefits



Vendor consolidation and application rationalization leading to 22% overall cost savings and 25% targeted ticket reduction of IT incidents



Supported 500+ applications, including legacy systems and Commercial-Off-The-Shelf (COTS) solutions, across merchandising, supply chain, stores, finance & accounting, and e-commerce systems



Built a Point of Sale (POS) system within their Offshore Development Center



Drove the peak holiday preparation and supported high sales volume



Automation & value discovery at speed led to FTE reduction and increased productivity

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 81,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>