

# Thoughtworks Drives Falabella's Omnichannel Evolution

Falabella partnered with Thoughtworks (TW) to modernize eCommerce, migrate legacy data to Google Cloud. TW developed a Digital Retail Backbone for the client's omni-channel vision for current goals and expansion into emerging touchpoints.

## The challenge

Falabella faced scalability issues during cyber sales days and delays in feature releases due to their outdated infrastructure. To enhance responsiveness, they recognized the necessity for a strategic shift. The existing legacy systems created challenges in scaling across business units, resulting in duplication and prolonged time-to-market for new features.

## The solution

Thoughtworks scaled Falabella's eCommerce platform, migrating to Google Cloud, implementing a micro-service solution. The Digital Retail Backbone (DRB), using Java, GoLang, and Node JS on GKE along with other Google Cloud Services like Cloud SQL, BigQuery, PubSub etc evolved into an omnichannel platform, enhancing checkout experiences, a pivotal step in their digital transformation.

## The result

The migration yielded immediate success with a 30% increase in orders and a 600% faster time to market for new features. The omnichannel platform, scalable across all business units and channels globally, reduced Total Cost of Ownership. It facilitated one-touch self-checkout, enhanced availability, and incorporated cloud-based Disaster Recovery on Google Cloud, enabling faster scaling of stores.

As the largest Latin American retailer, the transformation posed challenges. We facilitated the creation of a cloud-based, product-oriented IT organization, aligning with the business's pace. Thoughtworks empowered Falabella to extend its custom commerce platform into a true omnichannel core, enabling a faster time to market and ensuring a seamless customer experience across all channels.



## About Falabella S.A

Falabella is one of the largest and most consolidated companies in Latin America. The leading physical-digital ecosystem serves 35 million customers in seven countries (Chile, Peru, Colombia, Brazil, Mexico, Uruguay, and Argentina), primarily focused in retail and financial services.

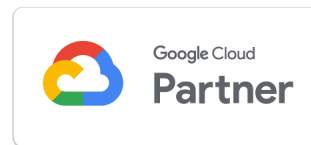
Vertical/horizontal solution: Retail & Wholesale

Primary project location: India



## About ThoughtWorks, Inc

Thoughtworks is a global software services company with over 30 years of experience delivering business-critical custom software for enterprises.



## Products

Google Cloud Platform