Thoughtworks Drives Falabella's Digital Retail Evolution

Thoughtworks partnering with Falabella built a Digital Retail Backbone(DRB) platform on Google Cloud, accelerating their adoption of emerging touch points and operating models.

The challenge

Falabella faced scalability issues and delays in feature releases due to their outdated infrastructure.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 created the DRB to be a flexible omnichannel platform, elevating customer checkouts and fostering innovation in physical store touchpoints. GCP Kubernetes Engine, with Cloud Load Balancing, facilitated seamless user scaling. GCP IAM and key management ensured secure developer access and credential storage. The GCP-based disaster recovery strategy ensured high availability.

The result

The new platform yielded success with a 30% increase in orders and a 600% faster time to market for new features and a 12% increase in sales. 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 Disaster Recovery on Google Cloud, enabling faster scaling.

> Over the long term, Falabella and Thoughtworks envision all digital and physical experiences will be seamless and the platform will power the store, eCommerce engine, a logistics and fulfillment platform and new opportunities to monetize the platform itself; driving new revenue streams and opening Falabella up to never-before-seen possibilities.

About Falabella S.A

One of the largest and most consolidated companies in Latin America. The 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.
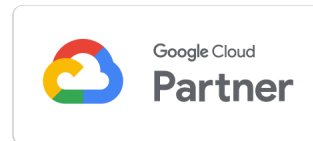
Vertical/horizontal solution: Retail & Wholesale

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