

IT Modernization Services

THE QUEST FOR MODERNIZATION
STRATEGY, TECHNOLOGY AND EXECUTION



RETAIL: API SETS WELLNESS COMPANY ON \$500 MILLION REVENUE TRAJECTORY WITH SCALABLE AND SECURE IT INFRASTRUCTURE

Overview

A hyper-fast growing wellness company needed to overhaul its entire IT ecosystem to accommodate its lofty growth plans. API designed and implemented an IT infrastructure that enabled them to scale, grow, and quickly expand their store locations, significantly boost revenue, and dominate market share.

Challenge

This customer was poised for rapid growth with plans to open one store per month. To support their growth plans, they needed a scalable, flexible, and secure technology infrastructure that could meet its rapidly changing just-in-time delivery parameters, drive store process optimizations, accelerate in-store customer transactions, and support rapid hiring across disparate store locations and in the corporate headquarters. Given the highly regulated nature of the industry, they also needed a way to effortlessly ensure ongoing compliance across multiple regulatory domains.

Solution

After a rigorous supplier evaluation process, the customer chose API to implement an IT framework that leveraged ITIL processes, a proven standards-based approach specific to the retail industry, SD-WAN networking, a cloud-based methodology, and 24x7 proactive operations support. They also upgraded the customer's in-store technology with a scalable solution that included real-time inventory tracking, procurement management, network delivery coordination, and one single point of IT accountability for a seamless end-user experience.

Results

With a reimagined scalable, secure, and regulatory-compliant IT infrastructure in place, the wellness company grew from ideas to more than \$100M in revenue in 18 months—and is on track to grow five times over the next three years to reach the \$500M mark. With high-performance just-in-time procurement and implementation processes in place, the customer is now able to reinvest every dollar saved into further growth initiatives. Plus, by implementing a consumer data warehouse with business intelligence (BI) technology, API helped the customer achieve complete visibility to further enable a powerful strategic competitive advantage.

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