

Case Study

French Connection

Integrating Shopify Plus with bespoke
warehouse management system



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Company Details

French Connection is a UK-based global retailer and wholesaler of fashion clothing, accessories and homeware, with over 200 stores worldwide. Founded in 1972 by Steven Marks, it set out with the aim to create designed, fashionable clothing. In more recent years it has also expanded its portfolio into exciting new areas, including men's and women's toiletries, sunglasses and opticals, watches, footwear and a growing range of furniture and home accessories. It is also home to the FCUK brand.

**FRENCH
CONNECTION**



The Challenge

- Integrate four Shopify eCommerce websites with bespoke warehouse management system
- Deliver in time for the busy Black Friday sales across the US, UK, and EU

Applications used

- Shopify Plus
- Options (WMS)



The Solution

- Integrated Shopify Plus with Options — bespoke warehouse management system
- Automated processing of orders and payments
- Automated order risks and fulfilment information

Platform & Capabilities used

- BPA Platform
 - ⇒ Data Integration & Synchronisation



The Results

- Integrated four websites with business management systems
- Reduced deployment time to meet deadlines
- Scope to implement more projects and improve processes

i The Challenge

Integrating four eCommerce websites

French Connection moved to the Shopify Plus enterprise eCommerce platform in November 2021 as the replacement platform for its eCommerce websites ([French Connection UK](#), [US & EU](#) and [Great Plains](#)). However, it needed these websites to integrate with Options, French Connection's existing customer service and warehouse fulfilment solution.

"Options, our bespoke solution, has worked well for French Connection for many years, but the solution did not integrate with Shopify Plus. Options manages the management and fulfilment of orders received by our eCommerce sites and subsequently feeds into our ERP systems, so it was vital that our new sites were integrated into the same systems."

"If integration could not be achieved, then manual processes would have to be implemented. This meant that the integration of the key systems was critical to the new Shopify Plus storefronts delivering," explained Vim Juneja, Global Head of IT, French Connection.

"Time was the greatest challenge. We had already committed to the Shopify Plus enterprise commerce platform, so we knew what the end goal was, but we also had business milestones which had to be hit. This meant that the websites and integration needed to be delivered in time for the busy Black Friday sales across the US, UK, and EU."

"We approached the project in a logical way – discussing with our BPA partner exactly what was required in detail, so they could learn the best way to push and pull the data to and from our existing solution."

"An aggressive timescale meant that, as our Shopify Plus agency was developing our sites and other teams were developing our Options system, the flexibility of BPA Platform was key in allowing these parallel developments to be delivered successfully."

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Vim Juneja
Global Head of IT



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The Solution

Integrating Shopify Plus with WMS

Working with its inhouse team, the Shopify Plus agency and developers of Options, French Connection's chosen BPA Platform partner performed an analysis of each system and produced a detailed functional specification.

"We chose BPA Platform because it ticked all the boxes and allowed us to go ahead with our eCommerce launch as planned. Our BPA Platform partner then developed the tasks within BPA Platform to meet that specification and our business requirements," revealed Vim Juneja.

"Initially, we created a QA/Test environment which we used to carry out extensive end-to-end testing and this gave us the confidence to launch our production sites over a ten-day window."

BPA Platform is subsequently being used to:

- Retrieve new and updated orders from the Shopify Storefronts.
- Produce Options native XML messages and transfer these into the Options system.
- Manage the financial transactions associated with orders and ensure that payment is taken at the correct time.
- Manage the order risks and ensure that the relevant data is available within Options.
- Retrieve fulfilment information from Options and update the Shopify Storefront.
- Capture the authorised payment at the point that Options dispatches the order.
- Warn customer service and technical teams if there are issues with orders, enabling quick resolution of problems.
- Take refund information from Options to enable funds to be returned to customers when goods are returned.

"Enabling orders placed by customers to be fulfilled quickly and accurately by our warehouse teams in the UK, Europe, and North America was critical. For this reason, the integration of orders was the task of paramount importance," said Vim Juneja.

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The Results

Deadlines met and processes improved

Integrating the four websites with its business management systems was critical to the success of the website re-platforming for the French Connection group, and BPA Platform was instrumental in making that happen.

“Replacing a successful, busy eCommerce site with a new technology like Shopify was always going to be complex. Doing it for four busy sites could easily have become a multi-year project. However, using BPA Platform enabled us to reduce this time and meet our deadlines,” enthused Vim Juneja.

“The flexibility of the solution really highlighted the power of BPA Platform. The solution gives us the scope to continue to improve our business processes. We are already discussing the different ways we can further utilise BPA Platform in the future. We can also leverage other opportunities afforded by the Shopify platform, whilst our existing systems continue to work seamlessly.”

French Connection’s BPA Platform partner discussed each requirement in detail with the company, ensuring that every consideration was given to the development of the tasks to provide the best solution possible for the business.

“From the initial conversations about our unique challenges, all the way through to post go live support, our BPA Platform partner provided great knowledge, a positive and flexible solution-driven approach, and delivery of a high-quality programme of work,” said Vim Juneja.

“The team at French Connection relies on the partner to develop the necessary tasks, which enables us to concentrate on the day-to-day IT demands of the business.”

French Connection is now looking at using BPA Platform for future integration and automation projects, some of which are already in development.

“We are looking forward to utilising BPA Platform on future projects at French Connection, including looking at replacing an existing event-driven automation and job scheduling tool; assisting with the implementation of delivery management software; Shopify POS implementation; and integrating with our IBM i system,” concluded Vim Juneja.

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Vim Juneja
Global Head of IT



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- Reduced deployment time to meet deadline
- Provided scope to implement more projects and improve processes

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