

NAVIGATE YOUR NEXT



Walkaroo group harnesses digital strategy to drive omnichannel growth



Infosys creates three-year road map to implement digital initiatives for Indian footwear company

Walkaroo group gears for omnichannel growth



Company has a footprint in India, Bangladesh, Nepal, Singapore, and the Middle East



Plans expansion across brick-and-mortar as well as e-commerce channels

Designed for expansion



Infosys defines digital initiatives for Walkaroo group to implement omnichannel strategy



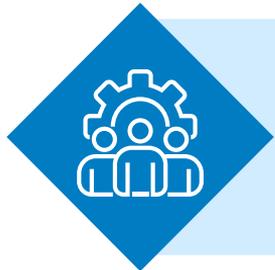
Three stage evolution



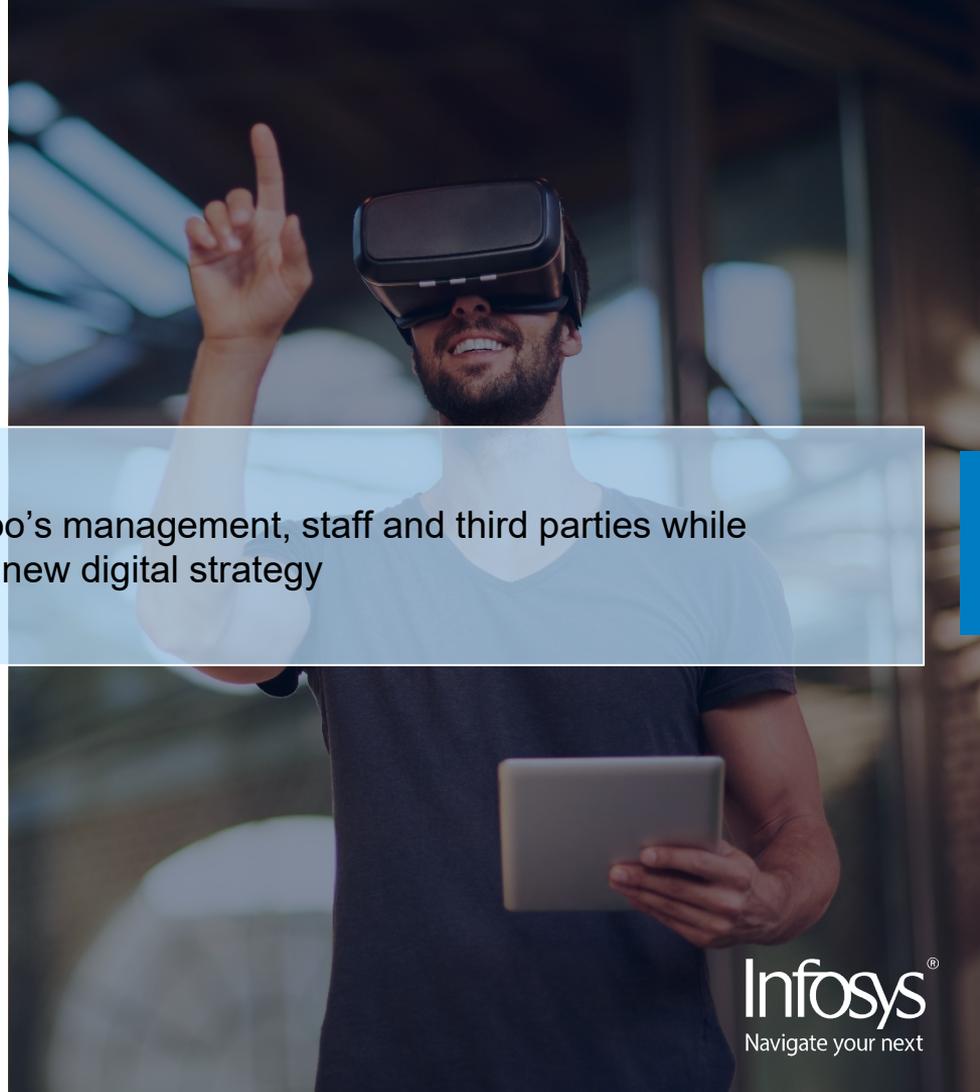
**Infosys devised
the digital
strategy for
Walkaroo in
three steps:**

- Assess the company's process and digital capability maturity
- Identify and recommend a digital strategy to address gaps
- Create a three-year implementation road map to achieve business goals

Assess the current system



Infosys sought inputs from Walkaroo's management, staff and third parties while brainstorming internally to define a new digital strategy



Recommend future course of action



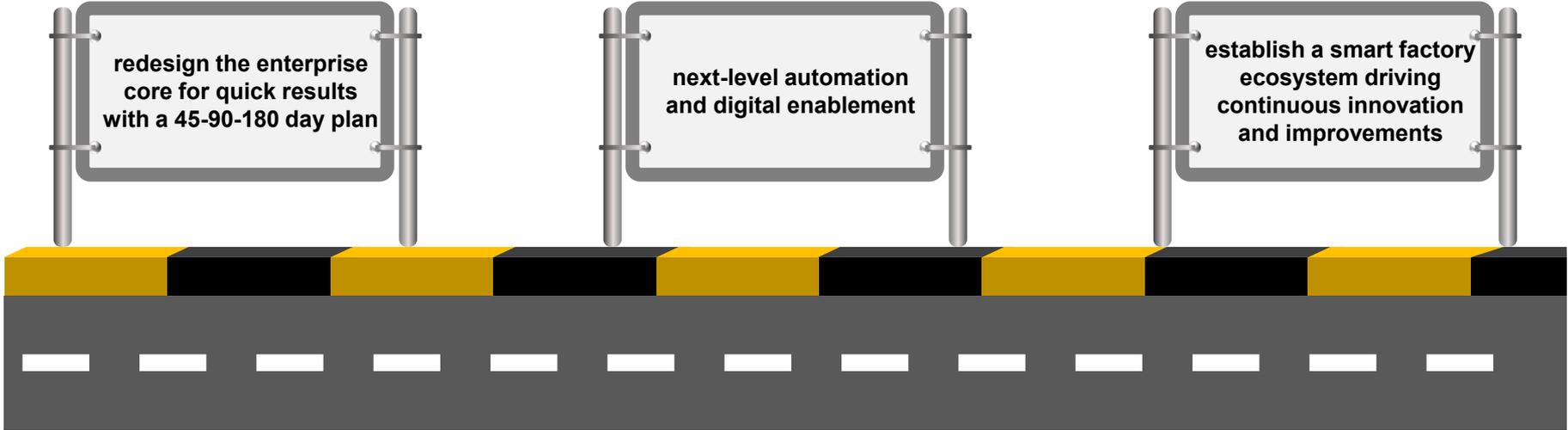
Our team recommended an omnichannel landscape for active and seamless customer engagement across online and brick-and-mortar channels



We proposed 332 capabilities and 72 analytics use cases grouped under 26 digital initiatives with a comprehensive illustration of enterprise wide to-be digital landscape through a data flow diagram explaining the impact of initiatives on business

Create a technology road map

We designed a phased implementation road map with three objectives:



redesign the enterprise core for quick results with a 45-90-180 day plan

next-level automation and digital enablement

establish a smart factory ecosystem driving continuous innovation and improvements

For successful execution and effective governance of initiatives, Infosys recommended establishing a Digital Center of Excellence with a pool of talent from Walkaroo, industry leaders, and Infosys subject matter experts.

Client speak



'Infosys was selected among other leading IT and consulting firms to design the digital strategy and road map for the businesses of Walkaroo Group of Companies. The Infosys team leveraged their process expertise along with the global industry-leading automation practices to identify the gaps that were relevant for our businesses of footwear, apparel, and bags. They shortlisted and logically recommended the solutions across ERP-related transformation, e-commerce, analytics, Industry 4.0, formulating an exhaustive list of digital initiatives linked to the operational and financial metrics aligned with our immediate and long-term organizational goals. This has helped our organization to gain immense clarity on the digital transformation needed to position ourselves as a leader in the industry. We now look forward to seeking Infosys' guidance to implement these initiatives over a 3-5 year time horizon in order to exponentially grow our business. With its implementation-led consulting expertise, Infosys has been able to provide solutions that are relevant, practical, and of tremendous value.'

– BINU RAJENDRAN, DIRECTOR - IT & BOARD MEMBER, WALKAROO GROUP

Navigate a digital transformation.
Get in touch with our experts.



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