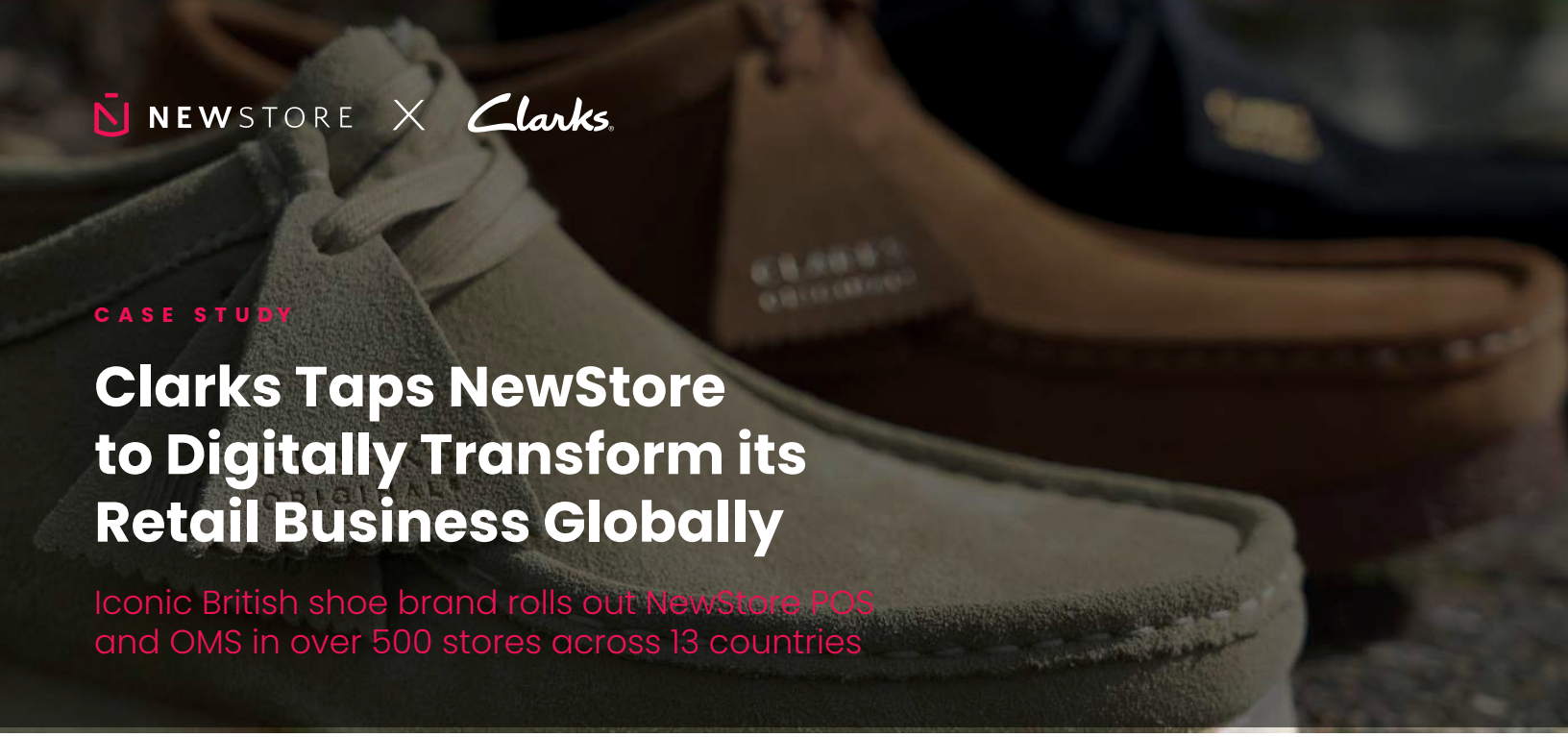


NEWSTORE X Clarks

CASE STUDY

Clarks Taps NewStore to Digitally Transform its Retail Business Globally

Iconic British shoe brand rolls out NewStore POS and OMS in over 500 stores across 13 countries

Founded in Somerset, England, in 1825, Clarks has been a pioneer in innovative shoemaking for nearly two centuries. The brand's journey began when brothers James and Cyrus Clark crafted a slipper from sheepskin off-cuts, marking the start of a legacy built on invention and craftsmanship. Over the years, Clarks has continued to redefine footwear, creating iconic designs that have not only sparked revolutions but also defined generations.

Today, Clarks operates as a global business, with a presence in over 100 markets through retail, wholesale, franchise, and online channels. The brand owns and operates 512 full-price and outlet stores across Europe, North America, and the United Kingdom, continuing to deliver the craftsmanship and innovation that have been at the heart of its success for nearly 200 years.

USES

- **Mobile POS**
- **Omnichannel Order Management**
- **Endless Aisle**
- **BOPIS/BORIS**
- **Store Fulfillment**
- **Runner**

WHY NEWSTORE?

Clarks, a nearly 200-year-old business, recognized that its legacy technology stack was holding it back, with many systems approaching End of Life (EOL) and falling out of compliance. In 2022, the brand embarked on a company-wide digital transformation, anchored in MACH (Microservices, API-first, Cloud-native, and Headless) principles and a strategic shift from on-premises to cloud-based infrastructure. A key challenge during this transformation was the outdated point-of-sale (POS) systems, some of which were over 20 years old, severely limiting the brand's ability to compete in the modern retail environment.

After careful evaluation, Clarks selected NewStore as the preferred partner for this critical transformation. The platform's MACH-certified Unified Commerce Platform, with its cloud-based SaaS solution and microservices-driven architecture, aligned perfectly with Clarks' vision for a modernized, future-proof technology stack. Moreover, NewStore's implementation timeline was specifically tailored to meet Clarks' aggressive schedule, ensuring a seamless and timely rollout across all channels.

NewStore also delivered exceptional value in terms of Total Cost of Ownership, providing a comprehensive solution that met Clarks' needs while staying within budget. Ultimately, NewStore was the ideal choice to support Clarks in its mission to innovate and lead in the global retail market.

SEAMLESS INTEGRATION WITH ABSOLUTELABS

To ensure a successful and smooth digital transformation, NewStore partnered with leading systems integrator, AbsoluteLabs. With a proven track record of implementing retail technology solutions, AbsoluteLabs played a crucial role in seamlessly connecting the NewStore platform with Clarks' existing systems. Their deep expertise in the platform's capabilities enabled Clarks to establish NewStore as the central source of truth for its retail operations.

Through this partnership, Clarks has been able to fully leverage the omnichannel capabilities of the platform, including store fulfillment, mixed cart processing, endless aisle, buy online pickup in-store (BOPIS), and buy online return in-store (BORIS). This integration has empowered Clarks to offer a unified and efficient shopping experience across all channels, reinforcing its position as a leader in innovative retail.

TRANSFORMATIVE RESULTS AND LASTING BENEFITS

The implementation of the NewStore Unified Commerce Platform, combined with AbsoluteLabs' expert integration, has led to a significant digital transformation at Clarks. The new system was successfully rolled out across 512 stores in Europe, North America, and the United Kingdom, all on schedule. This swift deployment has equipped Clarks with a more agile and adaptable infrastructure, positioning the brand to thrive in the dynamic retail landscape.

A key to the success of this transformation was the intuitive and user-friendly nature of the platform. Store associates, regardless of their age or technical proficiency, quickly adapted to the new system, enabling them to focus on delivering personalized, customer-centric experiences. The enhanced mobility provided by the mobile POS has empowered associates to engage with customers more effectively, fostering stronger relationships and improving overall satisfaction.

Additionally, the brand now benefits from a faster and more reliable POS system, which has significantly improved the speed and efficiency of in-store operations. On top of that, the NewStore SaaS model, with its regular and consistent platform updates, has ensured that Clarks remains at the forefront of retail technology. These advancements not only streamline Clarks' day-to-day activities but also provide the flexibility needed to continue evolving and innovating in response to market demands.

Want to reach your goals with NewStore? Contact us!

IMPACT

512
stores seamlessly transitioned to the NewStore platform

Enhanced associate efficiency and customer engagement

Agile and future-proof infrastructure



"NewStore has been a key partner in our digital transformation journey. The flexibility and interoperability of the platform were major selling points for us because we needed a solution that could modernize our technology and seamlessly connect our systems across all channels. This upgrade has allowed us to provide a consistent and high-quality shopping experience at every touchpoint, and we're already seeing the added value it brings to our operations."

SIMON CLARKE
CIO, Clarks