

# SUCCESS STORY

## Oracle Retail POS Implementation for Wet Seal Inc



Wet Seal Inc – Versant Technologies Implements Oracle Retail Store Solutions in less time at less cost.

### The Company

Headquartered in Foothill Ranch, California, The Wet Seal, Inc. is a leading specialty retailer of fashionable and contemporary apparel and accessory items. As of February 2, 2008, the company operated a total of 494 stores in 47 states, the District of Columbia and Puerto Rico, including 399 Wet Seal stores, 95 Arden B. stores. The company's products can also be purchased online at [www.wetseal.com](http://www.wetseal.com) or [www.ardenb.com](http://www.ardenb.com).

### The Challenge

For over 15 years, Wet Seal was running a power builder based POS system in their stores. Due to technical limitations in the legacy POS system, handling even the simplest transactions at the registers was time consuming and a painful task. Other pain areas include, not being able to do customer loyalty functions on POS, not being able to accept the latest forms of tenders, unable to do multiple discounts/promotions on items and unable to control fraud and shrinkage due to returns. In 3rd quarter of 2008, the decision was made to switch to Oracle Retail Point-of-Service which provides the responsiveness, flexibility, and scalability and includes next-generation functionality that allows retailers to increase store efficiency and enhance customer loyalty.

### Oracle Retail Modules Implemented

- ◆ Oracle Retail Point of Service (ORPOS)
- ◆ Oracle Retail Central Office (ORCO)
- ◆ Data Import (DIMP)
- ◆ Returns Management



*"We were all highly impressed with Versant's professionalism, capabilities and commitment to our schedule, budget and overall success. They were exceptionally knowledgeable of the ORPOS technology and exceeded our expectations in their ability to successfully implement unprecedented customizations needed by our business model".*

*We highly recommend Versant to other businesses that are seeking to implement and integrate ORPOS into their business.*

James Howser, Stores Systems  
Manager at The Wet Seal Inc.



Corporate Headquarters  
The Wet Seal, Inc.  
26972 Burbank  
Foothill Ranch,  
California 92610

[www.wetseal.com](http://www.wetseal.com)

# SUCCESS STORY

## Oracle Retail POS Implementation for Wet Seal Inc



### About Versant Technologies

Versant Technologies is a global software technology company with in-depth experience in providing a wide array of services ranging from Oracle Retail Implementation, Enterprise Application Integration (EAI), Electronic Data Interchange (EDI) and Software Development. We have been extending our services to Retail, Manufacturing, Distribution, Transportation, Logistics, Automotive, and Health Care domains. Versant Technologies customers are located across the US, Europe and the Asia-Pacific region.

### Wet Seal Inc – Versant Technologies Implements Oracle Retail Store Solutions in less time at less cost.

#### The Solution

Having heard many stories of implementation projects extending far beyond original schedules, running out of budgets, one of Wet Seal's goals was to hire a implementation partner that has the required technical resources and delivery capabilities to implement ORPOS in the least possible time with the least possible cost. Hiring Versant Technologies was the first step towards achieving their goal. With vast domain and technical knowledge in Oracle Retail ISO suite of applications, Versant Technologies's team was able to implement ORPOS, ORCO and DIMP in a record time of five months and at 30% less cost than the other vendors. Versant Technologies customized ORPOS to integrate with Wet Seal's home grown Loyalty systems, integrated with AJB & FDMS for electronic tenders, integrated Ingenico payment terminals, removal of till concept, Sales Audit PCI compliance encryption requirements. Versant Technologies also customized DIMP(Data Import) utility to support 17 types of deals & promotions that were not supported by legacy POS nor built into Oracle Retail base product. Wet Seal was able to go live with the new POS system within five months.

James Howser, Store Systems Manager, had this to say about Versant Technologies: "Versant Technologies did a great job with both the technical & business aspects of the implementation. The team was exceptionally knowledgeable of the ORPOS and exceeded our expectations in their ability to successfully implement unprecedented customizations needed by our business model".