



Tracks to Customer – Centricity

Wiggle blaze the trail in sports retailing



Leading online tri-sports retailer Wiggle have completed the final stage of a major digital transformation; its Capability Upgrade Programme. This has been devised and implemented with support from Searchlight Consulting, experts in IT-enabled change.

This latest project is one of the first Oracle Retail Merchandising and Fusion Financials to go-live in the UK.

Jeff Wollen, Wiggle CIO explained: “This Capability Upgrade Programme was a series of projects spanning three years in total. It has taken Wiggle from being a home-grown entrepreneurial company and a bespoke platform requiring many points of local knowledge which was effectively holding the company to ransom, into a scalable global platform able to absorb large increments of organic volume (including the demands of peak trading such as Black Friday) and major acquisitions without any technology or skills worries.

“It has transformed the company valuation and enabled the Leadership Team to focus externally on the consumer rather than technical delivery issues. Searchlight have supported Wiggle through the transformation process from initial strategy and business case, vendor selection, system integrator appointment and hands on delivery – ensuring a successful outcome was achieved for all parties,” he added.

Searchlight Consulting has worked closely with Wiggle since the Programme’s inception. First, they helped Wiggle align their business and IT strategies putting the customer at the heart of their future growth strategy. At the same time, they also helped develop

a mobile phone app, using their ID2 service which helps fast-track the future by unlocking in-house creativity to deliver innovative solutions at speed.

Through a series of workshops with staff, four apps had been prototyped within two weeks, and after customer testing, just one week later, a final choice was selected for development.

The resulting app focused on the tri-sports lifestyle, offering not just the opportunity to browse and buy but access to cycle guides, insurance and legal services; as well as easy navigation to find and book cycling events across the UK.

The next phase was to deploy the cloud-based Oracle Financial Fusions platform which went live in 5 months. Work began on replacing Wiggle’s legacy custom-built solutions with the Oracle Merchandising Platform, integrating planning and pricing capabilities. This included an Oracle Systems Integrator evaluations and the ultimate selection of Hitachi and OLR, and the Associated BI tools.

What did Wiggle colleagues see? In practical terms this meant a new state of the art distribution centre was developed in the Midlands (and stock moved there from the South Coast), office data and systems were transferred to the Cloud, and a data warehouse delivered. This significantly reduced effort and time taken to identify performance trends enabling the company to be more agile and responsive to customer needs.

Following Wiggle’s merger with Chain Reaction, Searchlight

continued their long-term relationship with the company, and worked with both firms to lead the IT Due Diligence. In a process designed to future-proof the development of the business going forward, Searchlight's CEO Steve Sharp and Enterprise Architect David Gray used Searchlight's methodology to analyse the companies' technology landscape, conduct a rigorous risk assessment, evaluate human resources, budget the IT aspect of the merger and importantly, advise on how the two businesses could best work together both now and in the future, leveraging Wiggles' investment in its Capability Upgrade Programme (CUP).

“There has been a good return on our investment in working with Searchlight Consulting to help us navigate the CUP Programme from its initial inception to final delivery. Their insight and experience helped to ensure that we developed the right relationships with our systems integrators, to deliver the right outcomes. With Searchlight, we have accelerated knowledge transfer and raised the capability of our own staff, helping us to develop self-sufficiency more quickly. Most importantly, we have been able to deliver significant step changes to our business and achieved more than many other companies have in comparable transformation programmes”

– CEO Stefan Barden

To find out more about Searchlight's range of services, see www.searchlightconsulting.co.uk or contact:

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Notes for editors:

Searchlight Consulting (the trading name for Searchlight Business Services Ltd) specialises in IT-enabled business transformation for customer-facing businesses, helping them connect with their customers, accelerate change, work smarter and increase value. Our services enable clients to align their IT and business strategies, define business and IT operating models, select and implement the right digital and enterprise solutions for their business journey. And, using our unique Beacon Delivery Framework, we help to reduce the risk and increase the certainty of successful implementations.

Searchlight Consulting was founded in 2008 by Steve Sharp (ex-Xansa, Capgemini). After six successful years of trading, Steve teamed up with Bryan Oak (ex-CSC, Xansa, IBM, Atos). Today, the company has over 300 senior level Consultants who bring high quality experience across a range of business areas and a multitude of industries.

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