

A skateboarder with long, curly brown hair is captured mid-air, performing a backflip over a concrete ramp. The skateboarder is wearing a light blue t-shirt, dark shorts, and black knee pads. Their skateboard is orange with green graphics and white wheels. The background shows a clear blue sky with some light clouds. A green trash can is visible on the left side of the ramp. A green curved line runs along the bottom of the image, separating the photo from the text.

Globant

Accent  
Group

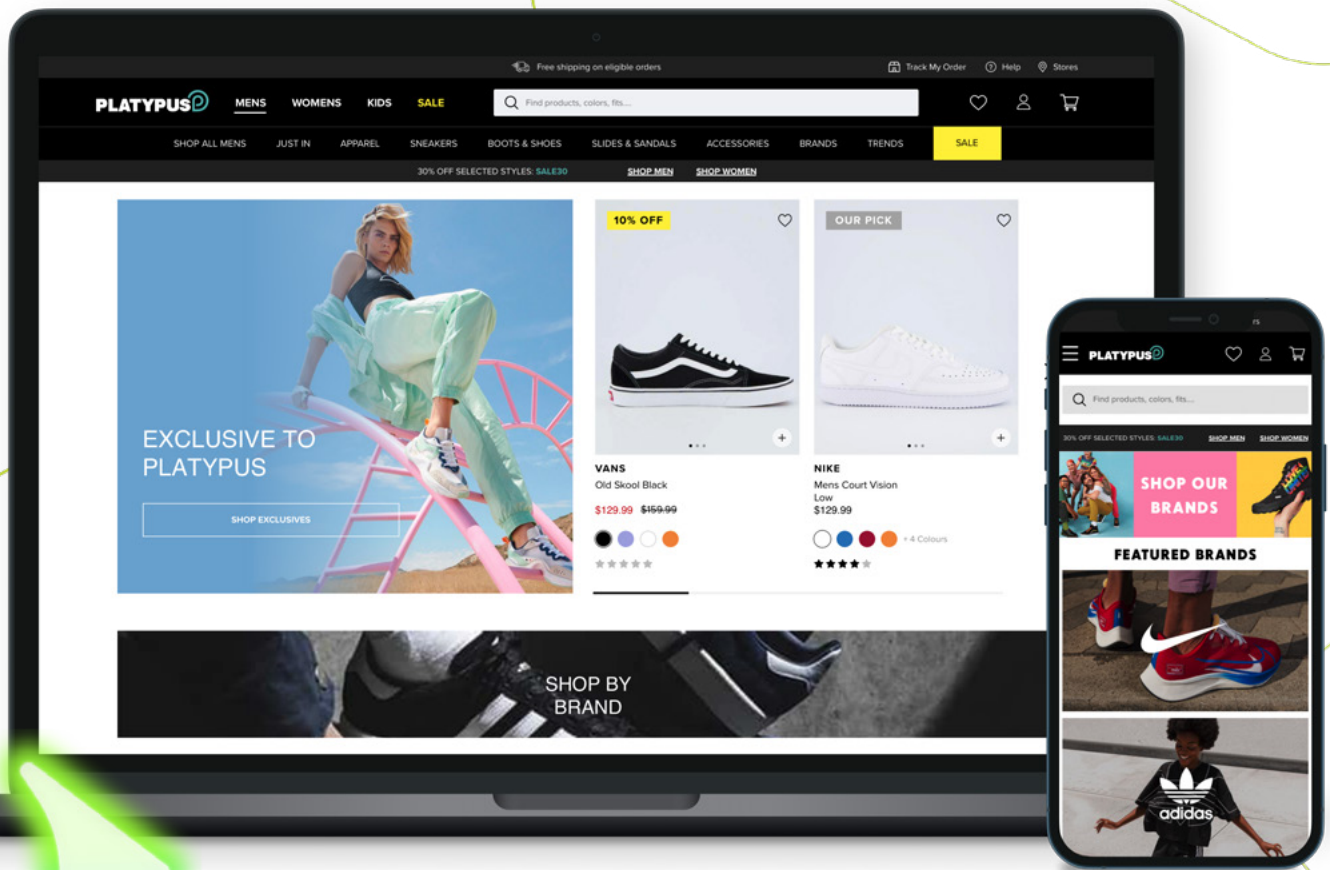
Leading the Pack  
**with Innovation**

# Accent Group Staying a Step Ahead of Rising Demand

## Introduction

Accent Group Limited first established its footprint in 1988 as a wholesale distributor. The company has since scaled to become a leader in the B2C footwear industry with globally recognised brands including Skechers, Dr Martens, Vans, Platypus, Timberland, The Trybe, and The Athlete's Foot.

Success would create a new challenge for Accent Group though - **innovating to stay ahead of increasing demand.**





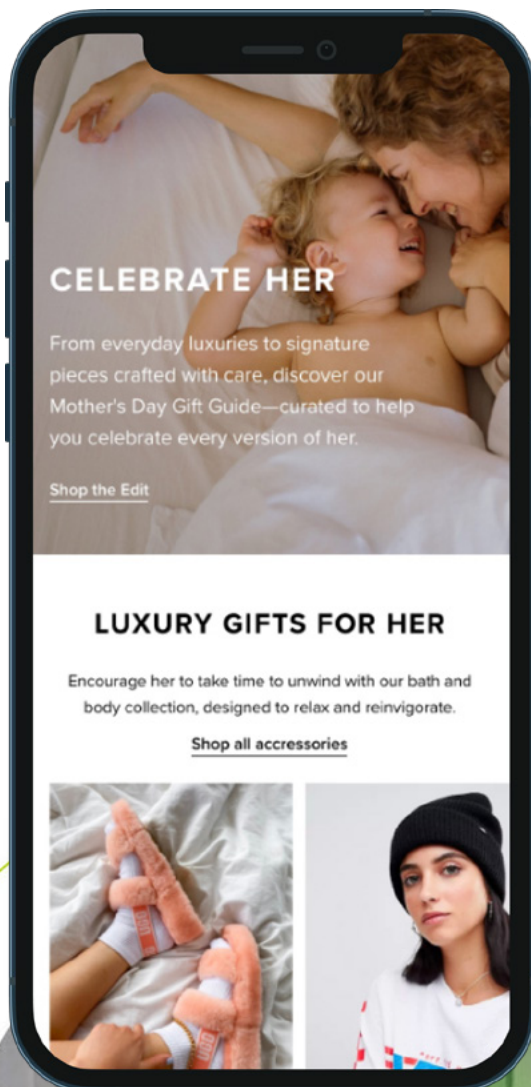
# The **challenge**

Accent Group had a vision of making every pair of shoes **available online while decentralising inventory.**

Always one step ahead of the market, Accent Group sought to launch new brands faster with fresh customer experiences.

The business recognised the growth opportunity of online retail and set out to generate 25% of business from digital channels.

In 2015, Accent Group engaged global commerce innovator, Globant, whom they became aware of through industry recommendations.





## The **Strategy**

**Globant delivered a dynamic framework to propel innovation**

Accent Group had a vision of making every pair of shoes available online while decentralising inventory. Delivery of innovative and engaging customer experiences was pivotal to the strategy.

The development of an omnichannel business model with stores as distribution channels was also essential to empowering the company's multi-brand, multi-region expansion plans.

The partnership with Globant would now deliver a dynamic digital framework to execute Accent Group's vision.



# Execution

For example, the team implemented a headless architecture Magento solution with a Progressive Web App (PWA) front-end and a Global Reference Architecture (GRA) solution for faster brand roll-outs.

Globant managed the seamless integration of several back-end systems into a cohesive commerce solution, including:

- Apparel 21, a specialised ERP system to manage product, pricing, and inventory data.
- Fredhopper for AI-driven search and merchandising that provides improved product experiences.
- Adobe Marketing to deliver relevant email, SMS, content, and advertising to customers.
- Mulesoft to handle the integration layer.
- Magento PWA for mobile-first, app-like experiences that engages users and keeps them returning.







## Conclusion

The Commerce Studio also integrated vital services for Accent Group, including loyalty and rewards programmes, various delivery options, a self-service account section, and incentivised purchases throughout the buyer journey.

Accent Group is now enjoying a best-in-class eCommerce solution that will support world-class customer experiences and continuous improvements for years to come.



## Services

### Strategy

- Consulting
- Customer Research
- Competitor & Market Research
- Business Case Analysis
- Technology Selection
- Ecosystem Design

### Experience

- Service Design
- Customer Journey
- UX Design
- UI Design

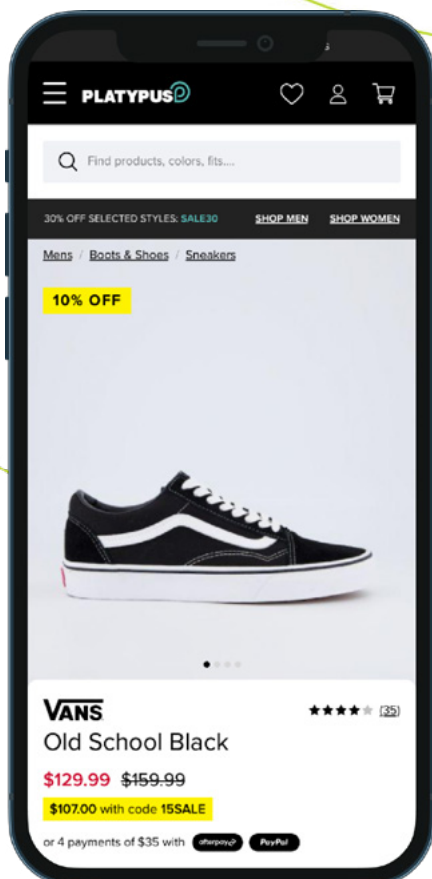
### Delivery

- Commerce
- System Integration
- OMS
- Infrastructure

### Growth

- 24/7 Care
- Maturity Model
- Experience Optimization





## The Results

Turning the digital vision into results

- 170% Year-on-year growth
- Online sales increased from \$1 million in 2016 to \$503 million in 2021
- Sales doubled overnight with click-and-collect introduction





*When it came to executing our digital vision and trying to bring that to life with the same vision and authenticity that we've been able to execute our physical retail - that presented a big challenge.*

*Globant bring a unique perspective on how to dial up a digital experience for a consumer. Digital is no longer a threat to our retail business, it is a really important pillar of strength.*

**Mark Teperson**  
Chief Digital Officer, Accent Group



# About **Globant**

We are a digitally native company that helps organizations reinvent themselves to create a way forward and unleash their potential. We are the place where innovation, design and engineering meet scale.

- We have more than 25,924 employees and we are present in 21 countries working for companies like Google, Rockwell Automation, Electronic Arts and Santander, among others.
- We were named a Worldwide Leader in CX Improvement Services by IDC MarketScape report.
- We were also featured as a business case study at Harvard, MIT, and Stanford.
- We are a member of the Cybersecurity Tech Accord.

For more information, visit

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





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