

## Client Story

# AUBAINERIE

DEPUIS 1944

## Unified Commerce Platform to Meet New Vision

### A new digital coat for clothier Aubainerie

### Overview

In a storm you need a coat. Trends already gaining momentum are suddenly taking off. Thinkmax is equipping venerable apparel chain Aubainerie to keep the numbers strong with a world-beating unified retail solution.

### Need

Having expanded to over 60 stores across Quebec since 1944, Aubainerie has built a laudable record of success in the affordable fashion segment. But radical changes sweeping through retail are confronting the company with acute new competitive pressures. As well as squaring off against traditional rivals, it's now facing a host of powerful new competitors including global technology companies redefining the retail sales paradigm. To meet the challenge, Aubainerie needs to reinvent itself fundamentally as a technology-enabled retailer offering a bold new positioning and a radically enhanced customer experience.

## Digital Transformation Done Right!

**"Our new platform with modern POS has swept aside piecemeal, outdated on-premises systems and processes including not one two different obsolete POS systems, the legacies of a previous failed modernization attempt."**

*Philippe Giroux, Vice-President Transformation and IT Business Solutions*



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### Aubainerie

## Solution

When the company approached Thinkmax for assistance, we proposed migrating all operational, financial and business functions, as well as all sales and marketing, to a single cloud-based platform employing Microsoft Dynamics 365 Finance & Operations with Modern POS (points of sale). The plan was to drive efficiency, improve service and promote selling across multiple new channels with a unified retail solution fully integrating all parts of the business. A key challenge was providing a carefully considered roadmap to implementation and achieving consensus among Aubainerie's decentralized franchisee leadership group. Our approach was to proceed in two phases: the first involving implementation of the core platform and the roll out of 250 modern POS across the entire chain; and the second following up with deployment of a powerful e-commerce solution and the integration of the company's evolving manufacturing capabilities.



250  
Modern POS  
[aubainerie.com](http://aubainerie.com)

## Thinkmax: A Company with a Unified Vision

Digital disruption is testing more organizations in more sectors than ever before. A Microsoft Gold Certified partner, Thinkmax is a leading-edge business solutions company that equips organizations to maximize the promise and minimize the tumult. Our unified vision sets us apart. We combine an expert understanding of the unique challenges faced by individual industry verticals with a cloud-based, holistic approach to unifying back-end enterprise resource planning with front-end retail and e-commerce implementation. Building comprehensive, integrated solutions, we help B2C, B2B and B2B2C enterprises improve business processes, create more stimulating and dynamic workplaces and satisfy revolutionary new customer expectations.

## Results

A complete Unified Commerce platform supporting in-store and Online omnichannel scenarios seamlessly integrated with retail operations.

The new modern capabilities are enabling Aubainerie not just to meet current customers expectations but also to be future ready for its long-term vision and to face market and competition disruption with confidence and strength.

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