

Zales Corporation



Zales leverages the Fiorano Platform for rapid digitalization of the Enterprise

Microservice-centric, modern Application Integration adds glitter to jewellery retailer's service delivery

Customer Profile

Zales Corporation ("Zales") is North America's leading specialty retailer in fine jewelry, watches and diamonds, operating approximately 1,680 retail outlets throughout the United States, Canada and Puerto Rico, offering an extensive range of products. Throughout its history, Zales Jewelers have driven change and set standards in the jewelry industry. With its commitment to simplified credit options and convenient shopping through Zales.com, Zales Jewelers continues to be the leader in fine jewelry retailing.

Business Problem

Over the years Zales' application portfolios had increased in complexity. This required a responsive, consistent infrastructure platform to cater to market and customer requirements in near real-time.

It was critical for Zales to move away from their legacy systems of disparate, batch oriented systems to real time information systems.

With a rapidly expanding client base requiring multiple platforms of delivery, it also had a need to accelerate business through the development and rollout of new products and services.

Solution

After a detailed evaluation, Zales chose Fiorano over other software providers due to the innovative microservice-centric architecture of the Fiorano Platform that enabled rapid deployment and dramatically improved productivity of existing resources. With Fiorano's efficient mapping tools and ESB infrastructure, the time taken to deliver new services was significantly reduced, resulting in a notable increase in customer satisfaction.



At Zales, the Fiorano SOA product is used to address three primary areas:

Application Integration - Zales replaced a number of batch/flat file integrations with near real-time integrations using Fiorano. This has

not only resulted in more timely data updates but has greatly reduced dependence of one application on another. By utilizing database triggers and queuing systems like Oracle AQ and SQL Server Service Broker, Zales has been able to quickly build integrations with minimal impact on the hosting applications.

Services - Using the service-based features of Fiorano Zales has been able to quickly expose HTTP and REST-based services to support its integration efforts. A service-based approach to real-time queries insulates an application from the details of data acquisition and reduces application dependence on other systems. Zales found Fiorano to be particularly well suited to rapid service development.

ETL - Data transformation is a key service when dealing with external vendors. Zales has implemented a number of external integrations with Fiorano which allow it to easily work with both incoming and outbound flat files. The advanced transformation and parsing facilities in Fiorano have greatly assisted it in these efforts.

Fiorano's Microservices architecture supports an incremental deployment model, enabling deployments to be more modular and standardized, with lower risk and expense. Fiorano ESB incorporates proven enterprise architecture, service delivery, deployable business functionality and an integrated portfolio of Microservice-centric business services transforming the enterprise architecture into a horizontal, closely integrated core system to accommodate free flow of data.

Unlike traditional approaches, Fiorano allows Zales' staff in IT or business to perform lightweight, self-service data and application integration, where "Citizen Integrators" can visually assemble instantly running solutions by drawing application and service nodes on a canvas through drag-and-drop of active Fiorano Microservice

components. The lines between nodes comprise event flows via active message pipelines, collectively representing a user-defined event-driven architecture. The visual model is the ready-to-run, fully implemented application, with no additional programming required.

Business Benefits

With an innovative enterprise system in place, Zales was able to automate multiple processes and achieve several business benefits.

Better Customer Experience - With transactions running in real-time, Zales is able to deliver customer data, transactions and services at the desired speed, resulting in an enhanced customer experience.

A Modern Integration Platform - With its peer-to-peer microservices based Integration platform, Fiorano provides an architecture that is scalable and optimized without the rigidity of central control. Because Fiorano's architecture is inherently cloud-friendly, Zales has the capability to easily move any of its current and future applications to the cloud and deliver solutions across cloud, on-premise and hybrid environments.

Citizen Integration - Fiorano provides the ability for Zales business users to perform lightweight, self-service data and application integration, a new high-speed approach to integration.

Increased Productivity, Reduced Costs - With the Fiorano platform integrating different components, transformation code does not need to be written across multiple applications where these components are re-used. This leads to a direct increase in productivity through faster delivery of results and reduced overall costs of development.

Ultra-Fast Response to Market Requirements - Fiorano's code-free integration approach dramatically reduces implementation time, allowing it to bring new capabilities and customer experiences to market faster.

Increased Business Agility - Fiorano simplifies application maintenance and new application development, resulting in a digital transformation of the business at Zales.

ABOUT FIORANO SOFTWARE

Founded in 1995, Silicon Valley based Fiorano is a USA (California) Corporation, a trusted provider of Digital Business Backplane and enterprise integration middleware, high performance messaging and peer-to-peer distributed systems. Fiorano powers real time, digital enterprises with bimodal integration and API Management strategy that leverages the best of systematic (centralized, high-control) and adaptive (federated, high-speed) approaches to deliver solutions across cloud, on-premise and hybrid environments. Fiorano operates through its worldwide offices and a global network of technology partners and value-added resellers.

Global leaders including AT&T Wireless, Boeing, British Telecom, Federal Bank, L'Oréal, McKesson, NASA, POSCO, Rabobank, Royal Bank of Scotland, Schlumberger, US Coast Guard and Vodafone have deployed Fiorano to drive innovation through open, standards-based, event-driven real-time solutions yielding unprecedented productivity.

To find out more about how Fiorano can help you meet your enterprise integration objectives, visit www.fiorano.com or e-mail sales@fiorano.com

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