Singapore   Retail

HOW AGILE HELPED THIS LUXURY BRAND STAY COMPETITIVE

Delivering faster, market-fit, customer-centric products

AT A GLANCE

Challenges
- Highly competitive market
- Risk of losing market position
- Irregular releases

Outcomes
- Consistent releases of new features
- Ability to deliver incremental improvements
- Team is energised by agile way of working

OBJECTIVES

Our client is a famous retailer of luxury traveler goods with over 9,000 employees worldwide.

Their aim was to re-organise into an independent technology department to develop more quick-to-market digital products in order to remain competitive in the merchandising industry.

Due to the improper implementation of agile in the past, the development team doubted that agile would work.

CHALLENGE

As the product was the first of its kind in the market, a competitor had attempted to copy it.

There was an urgency for our client to continuously deliver innovative and customer-centric features to this product in a timely manner.

They needed to maximise business value while maintaining their leading position in the industry.

OUTCOMES

One
Team of 15 people including development team and Product Owner became agile practitioners

Two
The team is able release a new feature to deliver business value continuously instead of at random

Three
The product team is more adept at responding to changes in the business

Four
Agile principles are followed, and people in the organisation now believe that agile works

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