

# CaseStudy

## Quote

"STJ Retail was able to support our store systems when other 4690 specific firms were not.

They responded to tight deadlines and provided value above expectations. Their focus on resolving the business issue and customer service was phenomenal. It has been a pleasure working with the entire team at STJ Retail." – Jeff Kratt, Senior Director IT

## Profile

Gottschalks, Inc. was founded by Emil Gottschalk in 1904 as a dry goods store in downtown Fresno, California. Gottschalks now operates as a department and specialty store chain within six states across the western part of the United States and is the largest independently owned, publically traded store in the United States, traded on the NYSE under the symbol GOT. Its department stores offer a range of brand-name and private-label merchandise, including apparel for men, women, junior, and children



## customer profile

**Name:** Gottschalks

**Location:** California, U.S.A.

**Solution:** Software Development and Support Services

## Department and Specialty Store Chain Turns to STJ Retail to Solve 4690 Store Systems Challenges

**Challenge:** In August 2002 Gottschalks embarked on a \$6 Million plan to upgrade their outdated IBM 4680 store systems. The company created a five year legacy transformation plan that transcended many functional areas. After a thorough evaluation of many alternatives, Gottschalks determined that they would migrate to the latest IBM stores systems platform. The project included multiple operating system upgrades and the deployment of new IBM hardware.

Although the environment was staged and tested in their labs, severe problems occurred during the implementation of the first pilot store. Months passed and pressure mounted. Despite having contracted the work to their existing 4690 services partner, and engaging other 4690 organizations to help

troubleshoot the problem, nothing was resolved. Gottschalks was becoming desperate.

**Solution:** The hardware supplier suggested they contact an innovative firm called STJ Retail. Equipment was shipped from California to Toronto, and within three days of receiving the hardware STJ Retail was not only able to identify and eliminate the error and resolve the issue, but also provided step by step configuration documentation to Gottschalks.

**Result:** As a result of STJ Retail's efforts Gottschalks was able to upgrade all 80 stores, 160 controllers and 2000 terminals in a timely manner.