

CASE STUDY

Clarks' Digital Transformation: Revolutionizing Retail with AbsoluteLabs and NewStore

AbsoluteLabs partnered with Clarks to implement NewStore's cloud-native platform, modernizing operations across 500+ stores and enhancing customer experience globally.

Founded in Somerset, England, in 1825, Clarks has been a pioneer in innovative shoemaking for nearly two centuries. The brand's journey began when brothers James and Cyrus Clark crafted a slipper from sheepskin off-cuts, marking the start of a legacy built on invention and craftsmanship. Over the years, Clarks has continued to redefine footwear, creating iconic designs that have not only sparked revolutions but also defined generations. Today, Clarks operates as a global business, with a presence in over 100 markets through retail, wholesale, franchise, and online channels. The brand owns and operates 512 full-price and outlet stores across Europe, North America, and the United Kingdom, continuing to deliver the craftsmanship and innovation that have been at the heart of its success for nearly 200 years.

THE CHALLENGE

Clarks, a nearly 200-year-old business, recognized that its legacy technology stack was holding it back, with many systems approaching End of Life (EOL) and falling out of compliance. In 2022, the brand embarked on a company-wide digital transformation, anchored in MACH (Microservices, API-first, Cloud-native, and Headless) principles and a strategic shift from on-premises to cloud-based infrastructure.

A key challenge during this transformation was the outdated point-of-sale (POS) systems, some of which were over 20 years old, severely limiting the brand's ability to compete in the modern retail environment.

THE SOLUTION: A POWERFUL PARTNERSHIP

For this critical transformation, Clarks selected NewStore's MACH-certified Unified Commerce Platform and AbsoluteLabs as the integration partner. NewStore's cloud-based SaaS solution and microservices-driven architecture aligned perfectly with Clarks' vision for a modernized, future-proof technology stack. AbsoluteLabs, with its proven track record in implementing retail technology solutions, was chosen to ensure seamless integration and deployment.

This strategic partnership delivered exceptional value in terms of Total Cost of Ownership, providing a comprehensive solution that met Clarks' needs while staying within implementation timeline & budget. AbsoluteLabs' deep expertise in retail systems integration, combined with NewStore's powerful platform, created the ideal combination to support Clarks in its mission to innovate and lead in the global retail market.



ABSOLUTELABS' IMPLEMENTATION EXPERTISE

As the integration partner, AbsoluteLabs played a crucial role in bringing Clarks' digital transformation to life. Our team's extensive experience in retail technology enabled a seamless connection between the NewStore platform and Clarks' existing systems. Through our integration expertise, we helped Clarks fully leverage the platform's omnichannel capabilities, including:

- **Store fulfillment**
- **Mixed cart processing**
- **Endless aisle**
- **Buy online pickup in-store (BOPIS)**
- **Buy online return in-store (BORIS)**

AbsoluteLabs' thorough understanding of retail operations ensured that the NewStore platform was optimally configured as the central source of truth for Clarks' retail operations, enabling a unified and efficient shopping experience across all channels.



TRANSFORMATIVE RESULTS AND LASTING BENEFITS

The implementation of the NewStore Unified Commerce Platform, combined with AbsoluteLabs' expert strategic integration, has led to a significant digital transformation at Clarks. The new system was successfully rolled out across 512 stores in Europe, North America, and the United Kingdom, all on schedule. This swift deployment has equipped Clarks with a more agile and adaptable infrastructure, positioning the brand to thrive in the dynamic retail landscape.

A key to the success of this transformation was the intuitive and user-friendly nature of the platform. Store associates, regardless of their age or technical proficiency, quickly adapted to the new system, enabling them to focus on delivering personalized, customer-centric experiences. The enhanced mobility provided by the mobile POS has empowered associates to engage with customers more effectively, fostering stronger relationships and improving overall satisfaction.

Additionally, the brand now benefits from a faster and more reliable POS system, which has significantly improved the speed and efficiency of in-store operations. On top of that, the right strategic integration of the SAAS model has ensured that Clarks remains at the forefront of retail technology. These advancements not only streamline Clarks' day-to-day activities but also provide the flexibility needed to continue evolving and innovating in response to market demands.

KEY ACHIEVEMENTS



512 stores seamlessly transitioned to the NewStore platform through AbsoluteLabs' implementation expertise



Enhanced customer experience across all channels



Improved operational efficiency



Future-proof retail technology infrastructure