



# Outrunning competition through a radical digital transformation in the fashion industry



DevsData LLC  
1820 Avenue M, Suite 481  
Brooklyn, NY 11230, USA

(917) 300 1752  
general@devsdata.com

You can find us here:  
[devsdata.com](https://devsdata.com)



## Undeniable experience in large-scale, international tech recruitment in Europe and the US

DevsData LLC is an IT recruitment agency with access to the best talented software engineers. We're all about premium quality and flexibility to client needs.

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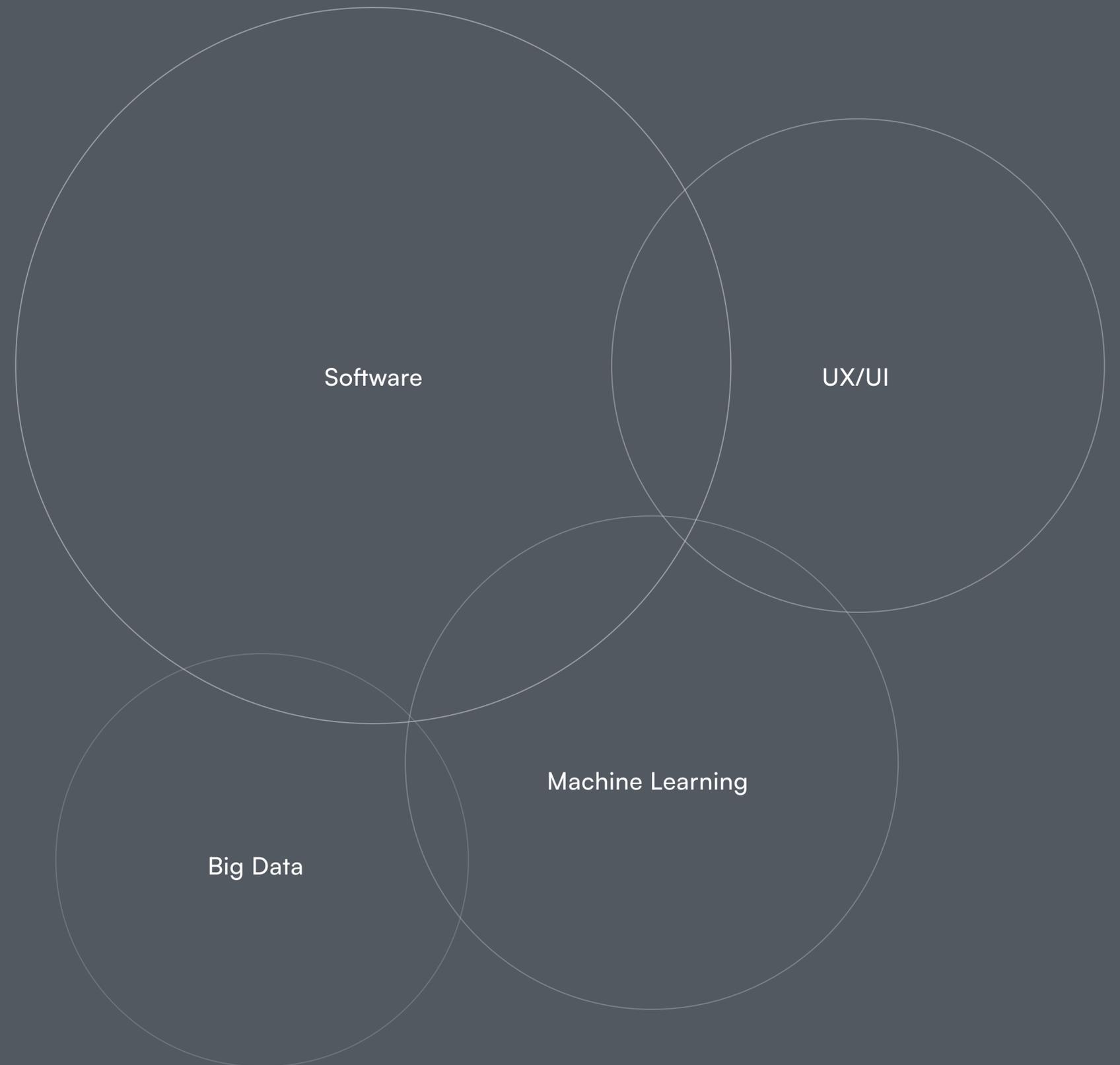
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## Project overview

An international fashion corporation decided to undergo a radical digital transformation in order to outrun its competitors. For the transformation to be successful, it had to touch many areas and aspects - including marketing, people structure, business processes, and logistics.

We assembled a core technology team (Machine Learning, Software UX/UI, and operations) for several company departments.



## The problem

The company was facing a **significant drop in its revenue and profits year by year due to strong competition** from companies like Zalando (a huge, well-known fashion marketplace, especially in Europe) and other startups in the clothing/fashion industry.

**\$9m**

Investment in a fast-paced  
innovation lab

In order to cope with this situation, **our client decided to invest \$9m** into the creation of a fast-paced innovation lab that is responsible for performing a radical digital transformation of the company.

## Online e-commerce platform

There was a need for the creation of a **unified online e-commerce platform** that would bring together all the brands owned by the client. For the time being most of the sales were happening offline in brick-and-mortar stores. Thus, the company decided to switch to online sales and leverage modern marketing tools across its brands.



## The challenges

In order for the project to be successful, **we had to make sure the people in it were top-notch.** Thus, our first step was to assemble the team of highly skilled professionals who would work on this project.

Therefore, **we have performed a wide-scale international search (Europe + USA + Canada) to find top of the top talented individuals.** We created the core Machine Learning, Software and UX/UI teams for the operation, as well as being involved in the search for experienced operations and business managers that were relocated from London, UK.

## Type of specialists

Recruiters typically only relocate candidates from Eastern Europe. However, this search was different. **We also sourced candidates from countries including the US, Canada, Germany and Sweden, which was incredibly challenging, yet very beneficial for the customer.**

## Rigorous, multi-stage recruitment process

An approval rate under 4%



### 1 - Pre-screening

CV pre-screening



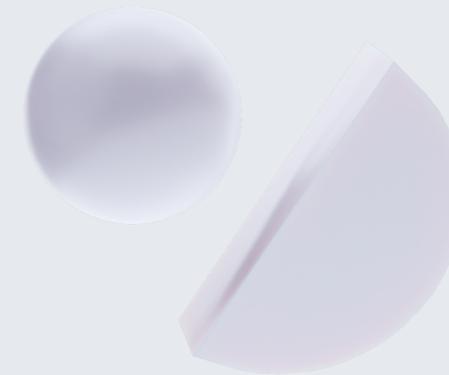
### 2 - Problem-solving

An automated **problem-solving** algorithmic challenge



### 3 - Conversation

Quick non-technical **conversation**



### 4 - Technical review

**1 hour thorough technical interview** with one of our engineers - live coding



### 5 - Follow up

**Follow up**, longer calls with our engineers and business team to assess if candidate's experience is relevant to the project

# What results did we achieve?

## Brand-new, critical IT systems

Our team has built several brand-new critical IT systems for the client, totally transforming its day-to-day operations and exceeding business expectations set for the 1st year of the transformation.

## Pricing strategy BI tool using NLP

One of them is an advanced BI tool that helps the managers from the marketing department in making well-informed decisions regarding the pricing strategy in the sales cycle, based on the suggestions from a Deep Learning NLP model and the historical sales & pricing data.

## Intelligent tool for the logistics

Another example would be an intelligent tool for the logistics department that gives managers an access to a bird-eye view. Thanks to this they're able to operate the fleet and transportation in a more effective way, eliminate waste, and, as a result, save significant amounts of money for the company.



Tom runs a unique IT consulting firm, DevsData. I have the pleasure of working with him as business partners on a big-scale digital transformation project for Varner Group – a European fashion group with 14 thousand employees worldwide.

**DevsData has assembled the core Machine Learning, Software, and UX teams for the operation (26 people in total). I can personally guarantee their dedication, ability to understand the business needs and to track down those exceptional individuals (we're very picky) wherever they are located. ”**

**Nikolai Fasting**  
CEO of Syncano, EVP of Varner  
Digital Transformation

**SYNcANO**

# Why DevsData LLC - Premium Technology Partner?

- ✔ Worked with **premium & extremely demanding clients** before (hedge funds, fast-moving VC-backed startups).
- ✔ **100% client satisfaction**, 5.0/5.0 score on clutch.co.
- ✔ Strong **business & marketing** focus in addition to high engineering skills.
- ✔ **Extensive experience** in very recent technology tools, frameworks and languages for innovative software development.
- ✔ Ultra **transparent** way of work.

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# Let's talk!

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