The Intelligence Behind The Technology

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<u>Case Study & Client Information</u>

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<u>Case Study: Macy's Inc.</u>

<u>Client Profile</u>

Macy's, Inc. is a mid-range chain of department stores owned by American Multinational Corporation Macy's Inc. It operates more than 800 Macy's department stores and furniture galleries in 45 states, the District of Columbia, Guam, and Puerto Rico. Macy's also houses corporate offices in Cincinnati and New York, in addition to operating 40 Bloomingdale's stores in 12 states, as well as distinctive online shopping experiences at macys.com and bloomingdales.com.

<u>Solution</u>

One of the challenges that Digital Edge had was a yearlong engagement for a specific project- Special Events Department Discovery and Reporting. Project engagement included:
-   Documentation Collections (forms/calendars/ etc…)
-   Interview Sessions with over 150 Macy's employees in 5 different Cities/ states for all of Macys Divisions
-   Assessing current workflows found within the teams of the Special Events department, including all related and interlocked processes from other departments and divisions
-   Assessment of supporting technology, including desktops, OS, Software, Telco environments and Datacenter equipment
-   Archiving and Data Login
-   Inventory
-   Compliance
-   Documentation creation for all information acquired
-   Reporting system creation for all the data acquired, where specific users would be able to draw data reports for current state of affairs

This custom built solution provided by Digital Edge gave Macy's an upper hand to:
-   Streamline Current workflow
-   Create Transparency/ Accountability within departments and teams
-   Construct real-time & historic reporting
-   Simplify & Enhance Forecasting
-   Compile Business Critical Assets into one centralized system
-   Develop a Healthier & More Productive Work Environment
-   Build for Future Growth

Digital Edge has been a quality partner that has delivered all services on time with precision. Delivered code was and is appropriately commented, QA'd, stress tested, reviewed by security analysts and fully ready for official roll outs to production in timely fashion.

<u>Service Scope:</u>

- Digital Edge will attempt to support AdvLIBRARY, Linked Images and ADSEND/ROP Version management link. (Support is contingent on MAS production and cannot be covered under a particular SLA, due to the fact that management of this product does not reside with Digital Edge)
- Any development fix and enhancements on an as needed basis. Macys will have the right to fund additional resources on an as needed basis.
- Digital Edge will be dedicating a professional team that will be Macy's main contacts for this contractual relationship.

For system enhancements, an individual project will be generated per request. In doing so, each project (enhancement) will be scoped accordingly guaranteeing both parties are in full agreement prior to work being set forth. In these case scenarios each project will undergo a full scope followed by a defined outline which will require client approval. Preceding client approval, Digital Edge will put in place a timeline for completion, followed by testing, tweaking, and final implementation to production.

For NEW system development each request to be scoped and priced separately, must be agreed upon by both parties prior to inception. Following Macy's approval, a timeline for completion will be set, followed by testing, tweaking, and final implementation to production.

<u>Price</u>

Total Monthly price: $ NOT DISCLOSED