

Clarks Shoes case study

Overview

Clarks Shoes are a major manufacturer and supplier of shoes worldwide. The ordering process for the sales channel was based upon a process of sales visits to the shops, orders being taken on a desktop database computer system. Orders would be submitted to the ordering system at headquarters once the sales person was on-line through a replication model. Clarks were looking to create a more streamline process, by enabling an online ordering capability in which the sales people would not have to be physically present.

Dunstan Thomas implemented a web and BizTalk solution to orchestrate and manage transactions from the shoe ordering systems to the manufacturing system and product fulfilment systems held on a mainframe.