

# Hunkemöller

Rapidly modernizing a business-critical legacy application for 850 stores



# The digital foundation for an in-store retail experience

Hunkemöller needed to modernize an advanced legacy application, originally developed in 2011. Using Rappit Developer, the application was rapidly rebuilt and extended on Google Cloud. This resulted in a modern, future-proof solution that provides a consistent retail experience for 850 international stores, with a Return On Investment of 1 year.

## CHALLENGES

- **A business-critical application:** The “Store Information Database” is the single application managing all store information, displays and in-store campaigns. The app is integrated to backend systems like SAP, and is also used by external users with integrations to e.g. Google Maps for each store’s location and opening hours.
- **Legacy technology:** Underlying Drupal 7 technology of existing custom developed solution reached end-of-life, posing risks to continuity and security.
- **No off-the-shelf solution options:** Desired functionality is not available in existing SAAS solutions. Hence, the application needs to be swiftly rebuilt on modern technology, with additional features to make it futureproof.
- **Low value add of low-code platforms:** Lack of flexibility around required customizations & UI, platform vendor lock-in, and costly run-time licences.
- **Preference for solution on Google Cloud,** as Hunkemöller is a GCP user.

## SOLUTIONS

- Development of a cloud-native application including new functionality, on Google Cloud (GCP). Around 80% of code generated with Rappit application development accelerator. Remaining business logic added manually by developers.
- Iterative prototyping of real app screens with early feedback from key users to refine the requirements. This prevents risks popping up at a later stage.
- Functional modules developed include Sites, Contacts, Fixtures, Campaigns.
- Modern and intuitive user interface, matching Hunkemöller’s branding.
- New, time-saving functionality included, such as a user friendly way to mass-update store records via “drag and drop” and the ability to update existing data in bulk via spreadsheet upload and import.
- Optimized for Google Cloud, with application data automatically synced to BigQuery for data analytics.
- Seamless integrations with back-end systems, including SSO with Okta.



## RESULTS

- **Fast application rebuild:** first module prototype delivered in < 1 week, full application delivered in < 3 months.
- **3x more economical development** (cost and time) versus traditional low-code platforms or manual coding.
- **ROI of < 1 year**, and 25% more efficient, due to intuitive UI, new functionality and cloud-native set-up.
- **Consistent retail experience:** the new application enables Hunkemöller to provide a consistent retail experience across all of its 850 international stores.
- **Enabled for data & analytics**, supporting Hunkemöller's data-driven retail experience.

**“The new application allows us to provide a seamless and consistent retail experience across all of our 850 stores in 22 countries.”**

Gordon Smit, Global IT Director, Hunkemöller

**“We chose the Rappit Developer tool because of its ability to quickly build advanced enterprise applications on Google Cloud, while avoiding the typical vendor lock-in that comes with currently available low-code platforms.”**

Gordon Smit, Global IT Director, Hunkemöller





# Hunkemöller

**Hunkemöller is one of Europe's leading and fastest-growing lingerie brands, with over 850 stores across 22 countries.**

Founded in Amsterdam in 1886, the company has since developed into a pan-European omnichannel lingerie brand. Hunkemöller delivers perfect fitting, fashionable, and high-quality bodywear products. Hunkemöller is a truly omnichannel retailer and has integrated technology into every aspect of the business. The customer journey is at the heart of Hunkemöller's strategy and has resulted in a seamless interaction between the physical and digital environment through its 'click2brick' initiatives.

hunkemöller

Rappit is a leading independent software provider. Building on a proud heritage, we are experts in developing Cloud based Enterprise Software modernization solutions, that include Custom Made Applications, Data Analytics, Artificial Intelligence and Machine Learning. Based on Rappit, our application development suite consisting of amongst others Rappit Developer and Rappit Composer, we enable our customers to create unique business value.

Rappit serves a customer base consisting of multinationals and medium sized organizations, mainly in the Manufacturing, Supply Chain & Logistics and Retail & Wholesale industries. Our Rappit Suite also supports ISV's and System Integrators in building world-class applications.

#### **Rappit headquarters**

Vanenburgerallee 13  
3882 RH Putten  
The Netherlands

+ 31 (0) 341 74 59 99  
info@rappit.io

**rappit**