



Global Retail  
and E-commerce  
Conglomerate

# How a Tier-1 Retail Conglomerate Standardized Technology for Two Global Shopping Brands for World-Class Scale

Vorro **standardized** the integrations for the Global Retail and E-commerce Conglomerate's Two Major Brands, migrating them from disparate legacy systems to two **consistent BridgeGate instances**. This achieved **100% platform standardization**, unified internal development processes, and boosted global agility, resulting in **65% faster** vendor integrations for accelerated European expansion.

**65%**

**FASTER**  
Time-to-Market for New  
Vendor Integrations

**40%**

**REDUCTION**  
Operational Efficiency  
(Reporting Logic  
Standardization)

# About the Client

The Client is a Global Retail and E-commerce Conglomerate (formerly QVC Group), a worldwide leader operating some of the planet's largest shopping brands. This organization manages complex, high-volume transactional data, which requires robust, reliable, and standardized integration solutions to manage vendors, logistics, and supply chain processes across multiple continents.



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## Global Reach

Expansion to Italy,  
Germany, and UK (2023)

### USA

Headquarters

### 2

Major Brands:  
QVC and HSN

# The Challenge

The Global Retail and E-commerce Conglomerate needed to standardize its integration technology across its two distinct retail powerhouses without merging their separate business operations. The existing setup was a significant, costly headache:

- **Disparate Deployment Support:** The First Iconic Brand relied on a legacy third-party system across 10 servers, while the Second Iconic Brand used an on-premise version of the BridgeGate platform. This forced the IT organization to maintain and manage two entirely different, resource-intensive software stacks.
- **Operational Friction:** Using separate technologies led to inconsistent development pipelines and varied operational processes between the two brands. This heavily hampered internal knowledge transfer and made centralized data reporting difficult.
- **Hindered Global Scale:** The massive effort required to update, maintain, and resource two complex, on-premise solutions became a critical, costly bottleneck. This slowed down the Conglomerate's planned rapid, standardized international expansion strategy, preventing QRG from executing its planned rapid, standardized international expansion.





# The Solution

Vorro executed a strategic transformation, migrating both retail brands' disparate integration needs onto a standardized BridgeGate framework. The core focus was achieving Technology Standardization across two necessary independent instances.

- **Dual Deployment Model:** Vorro successfully migrated all critical integration workloads from the First Iconic Brand's legacy system and the Second Iconic Brand's on-premise instance to separate, dedicated BridgeGate environments.
- **Platform Standard:** BridgeGate was established as the single, standardized "EDI iPaaS of choice" for all vendor and internal system integrations across both global brands.
- **Managed Services:** Vorro provided comprehensive Managed Services, taking full responsibility for server health, patching, maintenance, and proactive, round-the-clock monitoring to ensure maximum uptime and operational excellence.
- **Global Framework:** A common architectural blueprint was created using the standardized platform. This immediately facilitated rapid market entry, enabling seamless integration of local systems in new markets like Italy and Germany, with a blueprint ready for the UK expansion in 2023.

# The Results

By standardizing on the BridgeGate Platform, the Global Retail and E-commerce Conglomerate eliminated infrastructure complexity and unlocked global agility, all while securely maintaining the necessary operational independence of its two largest brands.

- **Immediate Noticeable Benefit:** The Conglomerate achieved critical standardization of its integration technology stack. This drastically simplified internal IT management, providing teams with a single, consistent development environment across both retail powerhouses.
- **Impact on Operations:** The single platform technology fostered increased team exchange and knowledge transfer. This rapidly upskilled integration teams, creating a more efficient, unified IT organization.
- **Accelerated Global Scaling:** By using BridgeGate as the standard cloud integration framework for both brands, the Conglomerate made international expansion predictable, significantly reducing the cost and complexity of launching operations in new markets.



## Improvement

Key Performance Indicator

# 65%

## Faster

integrated with 500+ facilities with mixed IT capabilities (HL7 & SFTP)

# 40%

## Reduction

Operational Efficiency (Reporting Logic Standardization)

# 100%

## Standardized

Integration Platform Technology




“The support we received was invaluable. The round-the-clock monitoring and hands-on help with key blockers ensured our complex migration was executed flawlessly and on time.”

**– Team Lead, Global Retail  
and E-commerce Conglomerate**

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