

RETAIL

Lane Crawford continues digital transformation via cloud-based platform

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Image courtesy of Lane Crawford

By STAFF REPORTS

Chinese department store Lane Crawford is marrying offline strategies with digital advantages to provide consumers with a more connected retail experience.

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Lane Crawford selected Orange Business Services, headquartered in Paris, to construct a cloud-based platform to aid the retailer's IT resources in Hong Kong and China. Today's consumers demand an omnichannel experience, and retailers have to had to evolve and embrace technologies that can help better serve their clientele.

Business applications

Lane Crawford's use of Orange Business Services' cloud platform will give the retailer higher flexibility and scalability when there are changes in demand, such a seasonal holidays and sales.

By embracing a cloud-based platform, Lane Crawford will be able to structure its business to account for consumers' rising shift toward ecommerce in China.

In addition to strengthening their retailer's digital properties, Orange Business Services also will provide a level security infrastructure and business continuity plans.

"Lane Crawford has a long history of delivering high quality products and excellent experiences to its customers," said Jack Zhang, general manager of Orange Business Services China, in a statement. "We are very pleased to have been selected as a partner in their digital transformation journey and to support them based on our deep understanding of the retail business and Lane Crawford's existing infrastructure environment."



Image courtesy of Lane Crawford

Through the use of Orange Business Services, Lane Crawford will be able to easily scale its business for rapid changes in consumer demand. The cloud-platform is intended to be a one-stop solution for connectivity, flexibility and security.

"Our former infrastructure did not provide adequate flexibility for scalability or future business growth," said Raymond Liu, senior manager, IT infrastructure at Lane Crawford, in a statement. "Orange Business Services' cloud-based solution gives us cost-efficient performance, enhanced security and protection and support of online transaction applications.

"For Lane Crawford, this is a critical step forward in our digital transformation," he said.

Earlier this year, Lane Crawford announced that its Mainland China locations will begin accepting mobile payment via Apple Pay.

Brands and retailers have been shifting in-store strategies to offer an omnichannel retail experiences for consumers, and a large aspect of the tactic relies on mobile-based payment solutions. At launch in February, mass fashion chains, such as Forever 21 and JCPenney, had started mobile payments to serve consumers who have begun to expect a certain service level, but luxury retailers were slower to embrace the technology ([see story](#)).

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