

RETAIL

Secoo looks to Oracle for streamlined business

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Secoo has also hired the former CEO of Land's End. Image credit: Secoo

By STAFF REPORTS

Chinese ecommerce site Secoo is working with automation system Oracle to upgrade the company's technology and streamline all of its management systems.

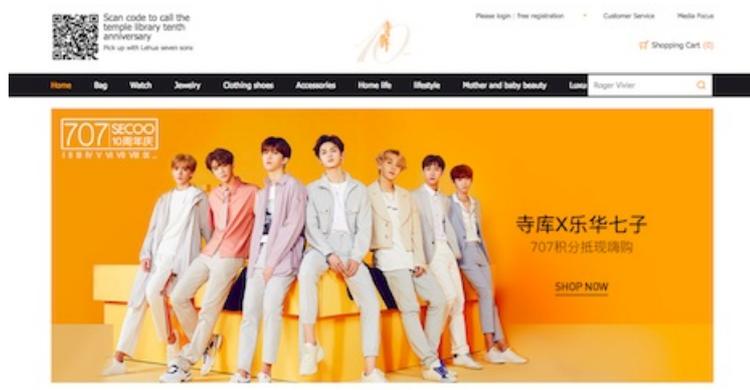
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Working alongside management consulting and information technology provider Accenture, Oracle will help Secoo implement cloud solutions for its ERP and HCM management. The partnership is likely to boost Secoo's business efficiency and push its strategy to globalize.

Secoo strategy

The new partnership between Secoo and Oracle is meant to help both customers and employees of the retailer. Employees will be able to interact with more sophisticated and convenient ERP and HCM management systems, while artificial intelligence data analysis and intelligent operations will help customer offerings.

Blockchain technology, machine learning, tapping into the Internet of Things and mobile applications will also be leveraged to help build a stronger bond with consumers and keep their information safe.



Secoo's homepage. Image credit: Secoo

"Our luxury lifestyle platform serves as a one-stop shop for our more than 20 million high-end consumers around the world," said Li Rixue, founder and CEO of Secoo Group, in a statement. "This partnership will enhance efficient accounting processes, integrated business and financial systems and provide unrivaled productivity, which is critical for us while Oracle Cloud Platform, Oracle ERP Cloud and Oracle SCM Cloud enable us to deliver a better work environment to improve our global strategy profile."

The Chinese ecommerce site has also recently named Federica Marchionni as its new international CEO and group chief strategy officer.

Ms. Marchionni was most recently the CEO and board director of U.S. apparel retailer Land's End. At Secoo, the executive will report to chairman and Secoo Group CEO Richard Li, helping to oversee the company's international expansion ([see story](#)).

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