

ROOMS TO GO SELLS MORE BY PROCESSING CUSTOMER ORDERS FASTER

Rooms To Go, the third largest and fastest-growing furniture retailer in the U.S., partnered with OZ to integrate its front- and back-end order processing systems and deliver orders worth millions of dollars in hours.

GET IN TOUCH

Millions

of dollars' worth of goods processed through APIs daily

3

months to project completion

80%

fewer manual steps per customer



COMPANY

Rooms To Go

HEADQUARTERS

Seffner, Florida

INDUSTRY

Retail

EMPLOYEES

8500+

THE CHALLENGE

Hamstrung by legacy systems, unsecured APIs, and data

Despite being the third largest furniture retailer in the United States with more than billion dollars in revenue, Rooms To Go was struggling with outdated legacy systems and subpar customer service. As growth outpaced their system capabilities, a series of issues arose:

- Orders placed via the retailer's e-commerce front end did not appear in its legacy back end ordering system
- Because systems integrations were monolithic in nature and not extendable, each new upgrade was time-intensive, costly, and required starting from scratch
- Without a reliable mechanism to identify fraudulent orders in its online system, the retailer suffered revenue loss

FEATURED SERVICES:

[Enterprise Integration](#)

[App Innovation](#)

BUSINESS NEED

Solutions that go faster together

Rooms To Go needed more intuitive, agile, and a faster set of systems and processes—including adequate resources—to detect fraud, mitigate risk, and increase revenue.

HOW OZ HELPED

OZ builds a new integrated data architecture with connected APIs

OZ implemented a microservices architecture using REST APIs to revamp the retailer's systems and processes. In addition, OZ helped them staff up with highly skilled, Microsoft-certified experts. By deploying robust APIs to integrate the front- and back-end legacy order processing systems, integrating existing order APIs into a new SaaS system, and including an intelligent error handling and retry mechanism to eliminate lost orders, the new architecture guarantees seamless delivery between systems.

IMPACT

Better operational efficiency, happier customers

- The new integrated architecture and intelligent error handling has led to efficient delivery and better customer service
- The completion time for each project has dropped with the new microservices architecture
- The new system proved capable of handling the Black Friday and Cyber Monday rush, with these APIs processing orders worth millions of dollars in a matter of hours
- Scheduled deliveries are now also faster and more accurate
- With integration into a SaaS fraud detection platform, orders are filtered for fraud, increasing customer satisfaction, loyalty, and revenue