

NEXER

THE REGATTA GROUP TRANSFORMING CRITICAL IT INFRASTRUCTURE

The Regatta Group is a global group of outdoor and workwear clothing brands, comprising Regatta, Dare2b, Craghoppers, and Regatta Professional. The Group has over 2,500 employees across 16 countries, and offices and distribution centres across the world. In recent years, it set out to level up its mission-critical IT infrastructure to match its status as an industry leader and elevate its business operations.

Systems built on systems - a complex start

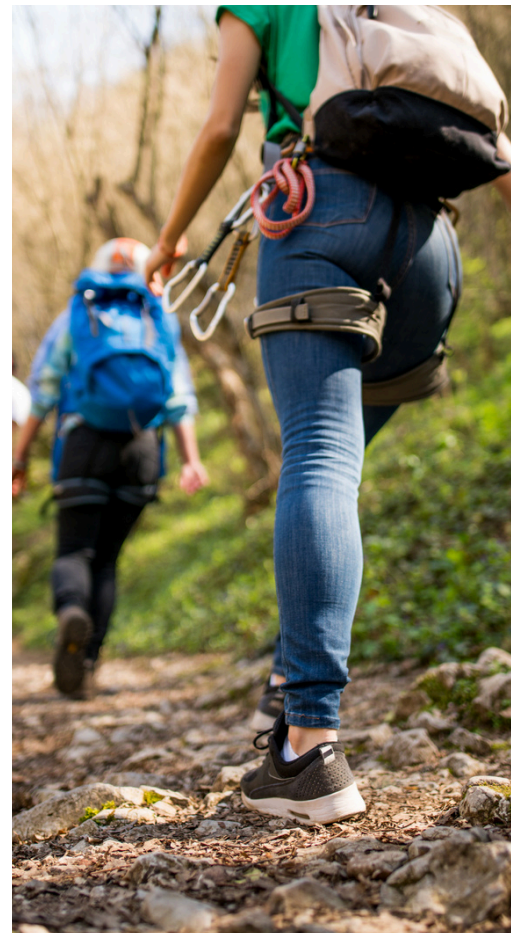
The business first embarked on its multi-million-pound digital transformation project with Nexer (formerly K3 / Sigma) five years ago. After investing in a new distribution centre and head office, the business turned its attention to enhancing its enterprise resource planning (ERP) systems.

Prior to this, the business had been operating with a legacy system that was developed and managed by a small group of colleagues. The historic system had gradually expanded, with new functionalities being built onto it to accommodate the evolving needs of the business. But as the Group continued to go from strength to strength, this patchwork system began to bring its own set of challenges.

To meet rapidly evolving business demands, the internal experts who knew how to work the systems were required to deliver new solutions at pace. Often, this left little time to test them and implement new processes and training among teams. With so many components, there was a fear that change in one part of the system could cause another part to fall apart. This led to frustration within the teams whose work were impacted by it the most, such as finance.

On top of these mounting concerns was uncertainty over the longevity of the legacy system's capabilities. Only a select few colleagues could understand and manage the system they'd built, and personnel changes threatened to cause more problems and limit functionality in the long run.

To prevent the esoteric system from stalling business operations and inhibiting growth, it quickly became clear to The Regatta Group that it needed to overhaul its IT operations entirely and implement a system fit for the future of the thriving business. But with the Group operating on both a wholesale and direct-to-consumer basis, and changes needing to be adopted across 16 different countries, this was set to be a complex undertaking.



Embedding Microsoft's integrated software ecosystem

The Regatta Group commissioned Nexer (formerly K3 / Sigma) in 2019 to deliver an effective business solution, managing the analysis, build, testing, and project management stages of software implementation. It was the Group's first time working with external consultants on a transformation project, but the team was assured by Nexer's global expertise and reputation.

The software delivered integrated ERP and CRM functionalities to help streamline and simplify Regatta's processes across sales, customer service, marketing, finance, and operations. Nexer also introduced Microsoft Business Intelligence systems to facilitate cloud-to-cloud migration and align with Microsoft's integrated software ecosystem.

Working closely with in-house Regatta Group experts, Nexer supported the Group's change management programme for the rollout, which included newsletters and model office workshops to engage the team and ensure a smooth transition. The new systems were gradually rolled out to brands across the Group. Craghoppers' systems went live in June 2022, with Regatta and Dare2b following in June 2023, when the final stage of the implementation was complete.



Consulting with care

Following the initial implementation, Nexer provided post-live support to The Regatta Group. Amid the peak of the 2023's retail 'golden quarter', the Group chose to transition to Nexer's [Care365](#) service to receive seamless ongoing support and ensure they were maximising the new systems to their full potential.

Care365 takes a customised, people-first approach to delivering Microsoft Dynamics 365 post-live support, maintenance, and optimisation, helping to meet evolving operational needs and leverage new features to generate business benefits. By accessing the service, The Regatta Group can raise queries for quick resolutions, and Nexer also speaks directly to Microsoft on the Group's behalf to handle more complex technical issues.

Working smarter, not harder

Now, legacy systems that limit access to valuable business insights and inhibit growth are a thing of the past for The Regatta Group. As a result of long-term collaboration with Nexer, the Group has successfully overhauled its IT ecosystem and transformed its operations to meet future demands.

A word from the customer

Chris Bulmer, Consultant Director (AI and Automation) and former Group IT Director at The Regatta Group, who oversaw the project, commented: "The Microsoft implementation project was a major milestone for The Regatta Group. Implementing Microsoft solutions has enabled us to consolidate our international operations, access more detailed reporting, and work smarter."

"We knew that Nexer had the expertise to execute the job, and working with the technical team in recent years has proven we made the right choice. It's clear that the team genuinely care and is invested in our business – they know our operations inside out and clearly want the best for us."

Through Care365, Microsoft Dynamics 365 and Power BI will continue to work hard for the Group and empower its employees to work smarter. The group is now also exploring other functionalities as part of the integrated freedom it now enjoys through the Microsoft ecosystem.

Chris commented, "Going forward, we want to continue leveraging the insights of our new systems and get the most out of our investment, so it was an easy decision for us to continue our relationship with Nexer in this new format. The Care365 package doesn't just resolve customer queries; it goes beyond troubleshooting to make recommendations on the upgrades and new features which could help meet customers' unique goals.

"We kicked off with Care365 in November 2023 – mid-golden quarter, which is a key trade peak for us and the wider retail world. The transition was seamless and having access to 24/7 call-out meant we could raise and resolve tickets quickly, limiting disruption during this all-important period."

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We help retail organisations transform their business management infrastructure.

Please contact martin.burden@nexergroup.com if you would like to discuss how we can help you.

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