



PMC is a trusted delivery partner to support the Bravissimo development portfolio



BRAVISSIMO

BRAVISSIMO - CASE STUDY

Founded in 1995, Bravissimo today has 29 stores in the UK, one in the US and a website that delivers to over 1 million customers around the world. To a loyal customer base, Bravissimo offers lingerie, stylish swimwear, nightwear and beautifully designed clothing for women.

PMC provides Bravissimo with Development, Testing and Business Analysis as part of a flexible Managed Delivery Services programme. As a business partner, PMC brings a continuous improvement ethos and a focused approach to problem-solving, working alongside the Bravissimo team to manage the growing portfolio of systems and applications.

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PMC have supported us in a broad range of initiatives that have enabled us to provide a great experience to our customers, which is at the heart of everything we do. From ensuring our warehouse operations run smoothly and use the best technology for the job, through to supporting the development of our e-commerce platform, which has allowed us to engage with our customers on new levels.

The team at PMC are highly skilled and able to work on old and new technology alike, their greatest asset being the level of pragmatism and willingness to undertake any task great or small, and take it to completion.”

Danny Dawes,
Bravissimo Business Systems Engineering Manager



A strong client-partnership underpinned by shared values

Key projects successfully delivered for Bravissimo include the migration of a Returns application, on-time implementation of Stock Management modules, and set-up of the Delivery Tracker used by the supply planning and warehouse teams to manage supplier orders. In 2019, PMC also supported Bravissimo as they opened their first US store in New York.

Within PMC, the team dedicated to Bravissimo has an in-depth understanding of the retailer's core business values and expectations of PMC as technology services provider. Site visits to Bravissimo operations have enabled the PMC teams to understand and share the Bravissimo culture, which now underpins a strong business partnership.

Excellent system performance, cost savings and risk reduction

PMC development and testing services provide Bravissimo with the expertise of highly-skilled and experienced individuals. As a business partner, PMC brings a continuous improvement ethos and a focused approach to problem solving. For change requests for the website or warehouse system, PMC's swift response times and robust project governance ensure that excellent customer service levels and on-time warehouse shipments are maintained.

Significantly, the Testing and Quality Assurance services provided by PMC have ensured excellent system performance, delivered cost

savings and minimised the risk of production environment issues. Open communication, biweekly reporting and monthly service reviews maintain performance visibility of service delivery.

A comprehensive, flexible programme of delivery services

Bravissimo's ongoing success and business growth is founded on a captivating consumer proposition and the exceptional, personalised experiences in-store and online for its worldwide customer base. As technology services partner to Bravissimo for the last 3 years, PMC has helped underpin this success by providing Bravissimo with Web Development, Testing and Business Analysis services as part of a flexible Managed Delivery Services programme.

Bravissimo needed a trusted delivery partner to quickly understand their business processes and practices and to support their large development portfolio. Like many growing omni-channel retailers, Bravissimo was facing resource constraints in relation to in-house systems development. As the business continued to scale, there was also a need for additional quality assurance to manage the growing portfolio of systems and applications.

PMC provides Bravissimo with development, testing and maintenance services for their e-commerce website and has successfully managed migration and enhancement assignments for Bravissimo back-office applications. As part of a managed Testing programme, PMC has implemented Automated Testing and continuous improvements across business processes. For business users, PMC also provides continuous support for the Bravissimo TopDesk (ITSM) calls.

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