

3 RETAILERS WHO HAVE STREAMLINED OPERATIONS AND IMPROVED CUSTOMER EXPERIENCES WITH GOOGLE CLOUD



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Introduction

Retailers are finding themselves faced with a transformation driven by consumers who have come to expect a seamless experience between online and in store. These customers are interested in shopping experiences that ease their buying journey by making recommendations for them and helping them find what they need. In addition, today's savvy customers want the entire experience to be faster and more personalized than ever before. Leading retailers across the globe are turning to Google Cloud to address these challenges.

Power digital transformation and win the hearts of customers with Google Cloud

Scale your infrastructure

Global retailers are using Google Cloud Platform (GCP) for its flexibility, reliability, and powerful computing. GCP ensures your infrastructure and operations can meet the demands of both preplanned sale days and unexpected spikes in traffic. During slower sales cycles, GCP can easily scale down, and you only pay for the time you use.

Develop new apps

To meet consumers' evolving expectations, retailers have to adapt quickly, be more agile, and respond to trends with revamped customer experiences and services. Google Cloud products like App Engine and Firebase help enable your organization to develop and deploy applications without the hassle of having to manage infrastructure.

Unify your data

Data is the lifeblood of a retail organization. Google Cloud helps you gain a distinct competitive advantage by enabling you to leverage information from across the retail ecosystem. Unify your data and develop a single view of your operations, business, and customers with Google Cloud database, data warehouse, and storage capabilities.

Get insights faster

Google Cloud helps retailers pull valuable insights out of massive amounts of data with its data analytics, AI, and machine learning capabilities. Innovative AI solutions help retailers train models to interact with customers and provide insightful direction for agents. BigQuery, a fully managed serverless data warehouse, provides insights faster to fulfill your mission, and Google Data Studio enables you to create custom user-friendly reports.

Transform how people work together

Empower your workforce with Google Cloud tools that improve productivity and boost collaboration. Attract new employees and stay agile and secure with Chrome and Google Workspace solutions like Gmail, Drive, Docs, Sheets, and Meet. Easily find information across Google Workspace and other content repositories with Cloud Search.

Google Cloud offers innovative retail solutions designed to solve the specific business challenges that retailers are facing across all parts of the value chain, from store operations to merchandising to customer acquisition and retention. SADA, a Google Cloud Premier Partner, can help you build seamless retail experiences and meet growing consumer expectations with Google Cloud's innovative solutions for retailers. Read on for 3 inspiring examples that showcase how SADA and Google Cloud are helping retailers embrace innovation, delight customers, and empower associates.

Z Gallerie boosts productivity in stores nationwide with Google Workspace

1. Z Gallerie

Z Gallerie is a Southern California-based home furnishing, home accessories and framed art retailer with 55 stores in 19 states. The company started as a poster shop by 3 siblings in 1979, and has grown into a national furnishings store with over 1,000 employees.

Challenges

Z Gallerie was looking to upgrade their entire store network's email and productivity applications and bring them to the cloud, but had concerns about security since the only computers located on premise were also cash registers. Because Google Workspace* would be deployed in all 55 stores across 19 states, there was a need to minimize software installation and maintenance efforts as well as train employees to get them up to speed on Google Workspace. In addition to assisting with migration and deployment, Z Gallerie engaged SADA to help train its administrators and end-users on Google Workspace.

* Note: At the time of this case study, Google Workspace was known as Google Apps



Solution

SADA coordinated on-site and remote Google Docs and Gmail training for 150 users. Utilizing a classroom setting, SADA was able to help Z Gallerie employees hit the ground running on day one with Google Workspace. SADA helped ensure a high adoption rate by:

- Adapting curriculum and training style to a retail store setting making sure employees were able to see the value in working with Google Workspace
- Creating customized training material for employees to follow along with during training and to review outside of the training sessions

Results and benefits

As a result of Z Gallerie's collaboration with SADA, the stores were deployed on schedule with no productivity

downtime due to effective change management. Z Gallerie Vice President of IT Howard Kolodny notes that the company has "been pleasantly surprised by how easy the adoption process was. Many of our employees were already Google users at home and so already know how to use the new applications. The employees particularly appreciate how many paper-based processes can now be moved online improving efficiency and communication at each store."

The stores are now preparing for Black Friday and the busy holiday shopping season. With Google Workspace deployed, the company anticipates seeing a big boost in productivity as tasks such as supply orders, stockroom reports and other manual tasks are now streamlined in the cloud.

A World of Tile experiences increased ease of business communication with Google Workspace

2. A World of Tile

A World of Tile, founded in 1989 in Denver, CO, is a company that specializes in providing tile flooring for your home. World of Tile focuses on providing excellence of service and integrity of product to their customers, to assure that they are completely satisfied with the spaces they construct. World of Tile currently has grown to include 14 different locations in 3 different states, primarily in the Southwest and Mountain regions.

Challenges

World of Tile, as one of the nation's leading tile retailers, was experiencing a steady increase in business. World of Tile sought to enhance their current email capabilities as consumer demand rose, adhering to the saying that, "In today's economy, you must adapt to the world of change in order to succeed." The company wanted assistance gaining a more robust and reliable emailing system in order to send and receive emails without any complications.

* Note: At the time of this case study, Google Workspace was known as Google Apps



World of Tile was using Media Temple web host engine for their primary email system before switching 65 employees to Google Workspace*. Media Temple was convenient, but only able to provide 25 gigabytes of memory space, being primarily a web hosting platform. In light of World of Tile's growth, Media Temple was neither robust nor scalable enough for their needs. With 14 store locations spread out over 3 different states, World of Tile demanded a better way to communicate and collaborate between remote stores and field employees.

Solution

SADA collaborated with World of Tile to make the modification to Google Workspace as seamless as possible. Google Workspace provided a holistic set of tools that incorporates varied methods of real-time communication amongst employees, alongside a platform better suited for their business needs. SADA took on World of Tile's move to Google Workspace, making it easy for World of Tile to shift from Media Temple without internal assistance. SADA's competitors had requested that World of Tile execute the switch themselves. SADA made sure World of Tile understood every aspect of the process in a step-by-step manner, ensuring that their daily operations would not be interrupted by the migration.

Results and benefits

World of Tile is progressing towards a steady adoption of the entire suite of Google products, while enjoying the reliable and streamlined email storage that

originally incited the switch. World of Tile no longer puts use into any third-party applications, solely relying on Google Workspace for their company. World of Tile now receives excellent communication within the company's many branches. Google Meet helps employees stay in touch by the minute with ease, while the ability to see and share individual calendars greatly improves organization and coordination of important events amongst corporate employees. Following SADA's assistance, World of Tile experiences increased ease of essential business communication with Google Workspace.

Sunrider communicates worldwide in real-time with Google Workspace*

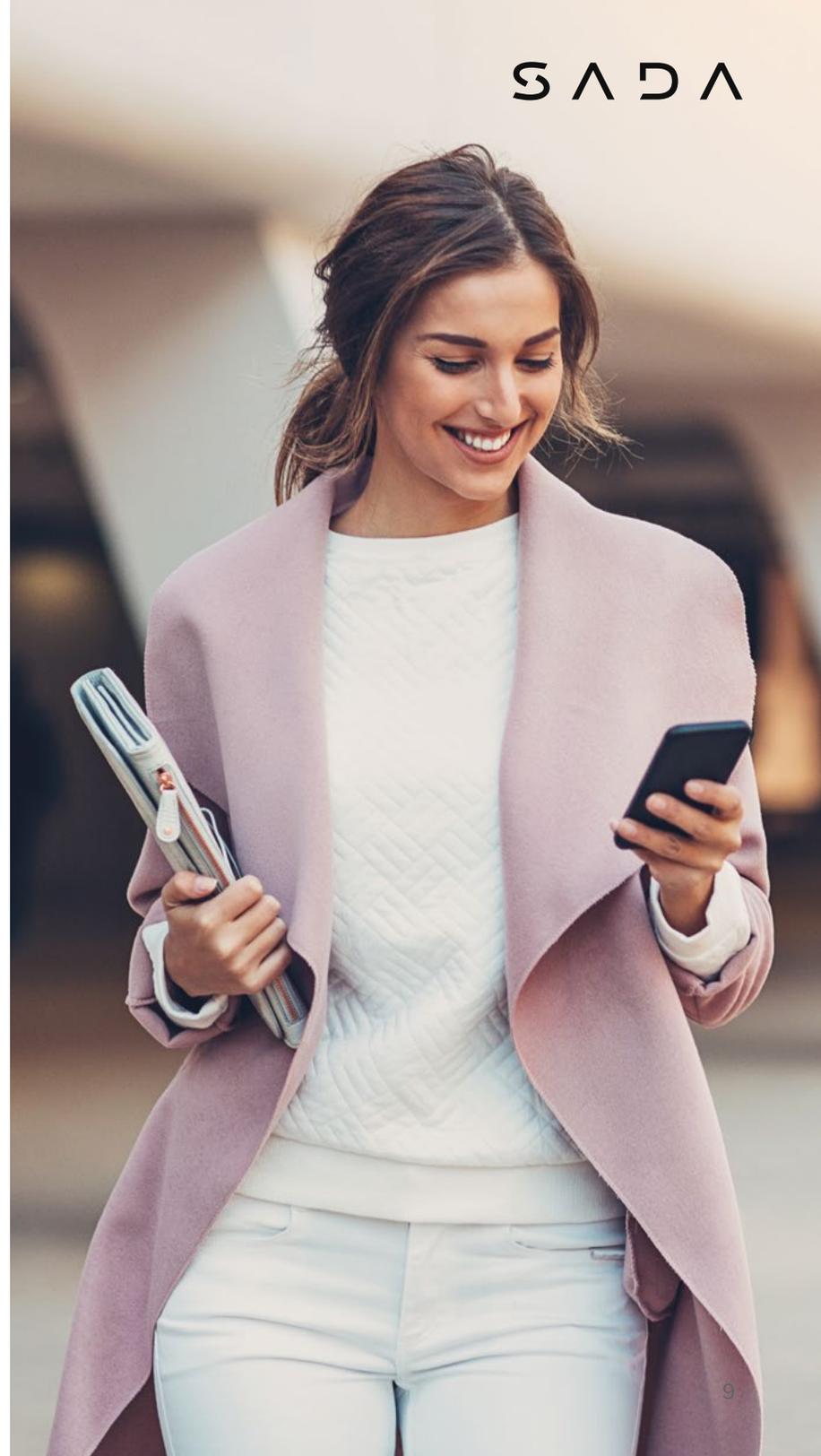
3. Sunrider Corporation

The Sunrider Corporation, or Sunrider International, is a privately owned company headquartered in Torrance, California. Sunrider manufactures health, beauty, food, and household products at four manufacturing plants: Southern California, China, Singapore, and Taiwan. Sunrider does business in 42 countries and operates offices in 22 countries. The company has thousands of franchise stores and tens of thousands of independent business owners and authorized business owners internationally.

Challenges

Sunrider's major manufacturing occurs in the Los Angeles area. Prior to moving to Google Workspace, Sunrider's US-based offices were running off Microsoft Exchange, while other countries operated off a simple email server. Sunrider's IT team was managing their Exchange server personally, while affiliates in other countries managed their own servers independently. While this system was functional, Sunrider was soon faced with the prospects of an Exchange server upgrade which was very large, and a system that was not cohesively used across their corporate and franchisee system [PM1].

* Note: At the time of this case study, Google Workspace was known as Google Apps



The company was concerned with both the time it would take their resources to accomplish the upgrade, as well as the cost of the upgrade itself. Additionally, email e-discovery was troublesome to efficiently accomplish with their outdated server - in the case of an unsuccessful backup, Sunrider would face complications with their e-discovery process, an already rudimentary, time-consuming workflow prior to their Google Workspace migration.

Solution

Sunrider began to evaluate an email and collaboration solution that was both readily accessible and removed the burden of having to internally manage their own servers. After a product evaluation, Sunrider selected Google Workspace for its globally distributed servers and high availability, as well as its functionality via a web browser. Google Workspace offered an email solution that was readily available to Sunrider's employees, who are dispersed throughout the world, and allowed Sunrider's IT teams to redistribute the time they spent managing their server to other mission-critical tasks.

SADA worked closely with Jonathan Chen, Director of IT at Sunrider International, to implement Google Workspace across 1,300 users. From a technical perspective, the migration went smoothly, despite the fact that some of the systems their offices were running at the time were not supported by the migration tool. Sunrider also had massive amounts of data that had to be transferred to the new platform with fidelity. "We didn't realize how much data we had to upload to

Google Workspace," said Chen. "SADA helped us set priorities for the migration and make it go smoothly so that it didn't interfere with other business processes."

Sunrider received on-site training, which the company found helpful as the migration rolled out. "It went quickly," said Chen. "Many users already used Gmail as their personal email solution, so it made the transition simpler."

Results and benefits

Post-deployment, the reception to Google Workspace has been very positive. Many users are active in Google Drive, while Docs are used for note-taking and real-time collaboration. For users in accounting and legal who are still using Office programs such as Microsoft Word and Excel, Google Drive becomes a useful hub to place all important documentation in a single location, that can be quickly and easily shared. Sunrider also enjoys cost savings as a result of not having to worry about system upgrades, while IT resources no longer have to devote hours or extensive effort towards server maintenance and backups.

"The SADA team is very good at what they do – everything went smoothly, and it's great that they still keep in touch with product updates. We strongly recommend SADA as an implementation partner, especially for medium-to-large sized companies."

Jonathan Chen

Director of IT, Sunrider International

*Please note: At the time of this case study, Google Workspace was known as Google Apps



About SADA

At SADA, we climb every mountain, clear every hurdle, and turn the improbable into possible – over and over again. Simply put, we propel your organization forward.

It's not enough to migrate to the cloud, it's about what you do once you're there. Accelerating application development. Advancing productivity and collaboration. Using your data as a competitive edge. When it comes to Google Cloud, we're not an add-on, we're a must-have, driving the business performance of our clients with its power.

Beyond our expertise and experience, what sets us apart is our people. It's the spirit that carried us from scrappy origins as one of the Google Cloud launch partners to an award-winning global partner year after year. With a client list that spans healthcare, financial services, media and entertainment, retail, manufacturing, public sector and digital natives – we simply get the job done, every step of the way.

Your challenges are ours. We're ready. Let's go.

“We love working with SADA, and we love Google Cloud. Google Workspace is really impacting how people work together, how we share information, and how we approach productivity.”

Chris Voigt
CTO
Privia Health

“SADA has been an instrumental partner for us, both from technical expertise and change management. They are available whenever we need them for consultative and support services, and we have a great working relationship with their team.”

Bob Kinney
VP of Information Technology
Digital First Media

“SADA really cares about our success, and from a training and change perspective, they are second to none.”

Justin Slaten
Senior Vice President of IT & Security
TRUECar

A few of
our clients

