

chico's

Chico's, a women's clothing chain, cuts costs and goes global with G Suite.

The Challenge

Our technology changed quite a bit over the years, and in early 2013, we realized we were limping along with a very outdated email system and escalating infrastructure and storage costs. We considered our options: we could keep the status quo and upgrade from Microsoft Exchange 2003 to the 2013 version - which would cost millions - or go with a lower-cost option that would both help our distributed workforce collaborate faster and eliminate our need for resource-intensive servers. We tested G Suite with 100 employees in one of our business groups and it passed all of our testing and scalability metrics within a few short months. The enthusiasm and efficiency gains alone convinced us it was the obvious and most cost-effective solution.

"Our decision to move to [G Suite] is part of a larger cultural shift we're driving at Chico's, where we're looking toward technology to enable swifter innovation and invention."

Eric Singleton, Chief Information Officer
Alan Mariotti, Vice President of IT and Security
Chicos

The Solution

Even though we have completed our entire enterprise deployment, our journey with Google has just begun and we're already seeing some great benefits. Our ability to collaborate and share sensitive information across our global team has significantly improved since moving to G Suite — and we're saving money at the same time. Our team in Hong Kong, for example, is responsible for visiting and monitoring our factories to ensure they're compliant with numerous security and performance standards. Before "going Google," we found ourselves physically traveling back and forth quite often to meet and review access to important documents in person. Now, the U.S. team jumps on a Google Hangouts Meet with its Hong Kong counterpart, pulls up the essential information from Google Drive, and has a productive meeting from halfway across the world, all while resting assured that the information is safe and secure in the cloud. Additionally, cost on travel in dollars and time away from campus is greatly reduced.



Contact Us

Want more information?
Contact Woolpert at
gm4w@woolpert.com.

