

## Building a Digital Foundation in the Cloud

For a leading provider of enthusiast-grade gaming components and peripherals



Headquartered in Fremont, CA, this company leads the market in gaming by using custom ground breaking technology and innovation to bring to market high-performance memory, ultra-efficient power supplies, PC cases, PC and CPU cooling solutions, and solid state storage devices.

They have also developed a global operations infrastructure with extensive marketing and distribution channel relationships. Their products are available through leading distributors and retailers in over sixty countries worldwide.

### Business Challenges

- Transform their digital presence to provide a rich, consistent, and seamlessly responsive experience on multiple platforms – 4K, Desktop, Tablet, and Mobile
- Enable effective change management from Product Planning, fulfillment, and customer service
- Extend Oracle ERP planning capabilities to provide streamlined workflows to simplify approvals and provide oversight for content
- Consolidate order processing and fraud handling to reduce licensing costs, provide enhanced services, and efficiently use customer service channel
- To identify and manage multiple personas across the digital cloud enterprise

### The Resolution

- Leveraged Hybris' omni-channel capability to create a centralized and rich content platform to providing product information management (PIM) and visibility throughout order management within key geographic markets and multiple languages. Effective integration, management allows for support of cloud enabled Oracle ERP, Oracle Service Cloud, and SAP cloud solutions.

### Intrigo Advantage and Key Benefits

- Complete Digital Transformation and execution of ecommerce cloud using a continuous build process resulting in cost savings
- Standardization and increased efficiencies of business processes
- Faster time to delivery utilizing the Agile Methodology
- Oracle Financial, ERP, and Service cloud change management and platform support

## About Intrigo

We empower enterprises for the future.

Intrigo Systems, Inc. is a premier SAP Partner and a leading provider of Advisory, Implementation, and Managed Services. Intrigo has partnered with SAP in the design of their Advanced Planning and Optimization (APO), Integrated Business Planning (IBP), and Supply Chain Collaboration (SCC) environments. We are focused on delivering customer value in the dynamic SAP Enterprise technology landscape.



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