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Client **Tesco**
Sector **Retail**
Project **Tesco design.com**

TESCO



About the company:

Tesco is a British multinational groceries and general merchandise retailer with headquarters in Welwyn Garden City, Hertfordshire, England. It is the third-largest retailer in the world measured by gross revenues and the ninth-largest retailer in the world measured by revenues.

About the project:

“
THE SYSTEM MODERNISATION MADE OUR ARTWORK APPROVAL EVEN MORE EFFICIENT AND FACILITATED TRANSPARENCY AND COLLABORATION BETWEEN ALL INVOLVED PARTIES.”

” — Andy Dann
Packaging Product Specialist – Tesco

Tesco's Packaging Design team, responsible for Tesco's own branded product packaging, had a requirement for a workflow management system to help them with handling their packaging projects – starting from conception up until it ends up on shelves in the store. The software is operated by various external partners including design agencies, suppliers and

printers - as well as internal stakeholders which includes the likes of product development managers, brand and design teams as well as technical managers. The system serves as a repository of assets and guidelines, but most importantly it streamlines the artwork approval process and its multiple phases from conception to production.

Challenges & Objectives:

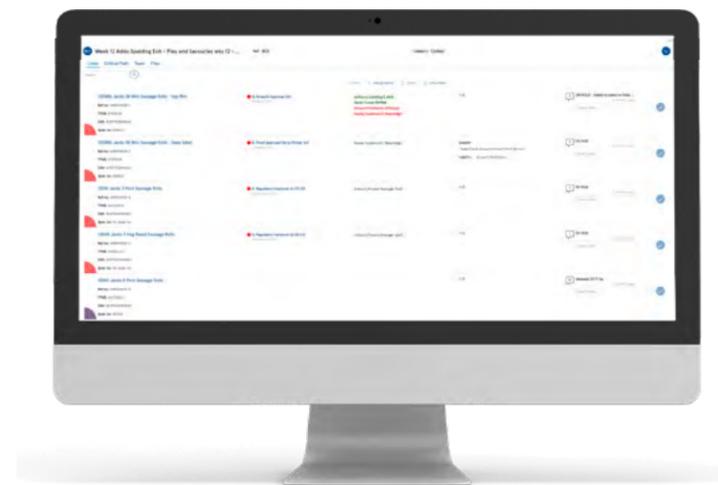
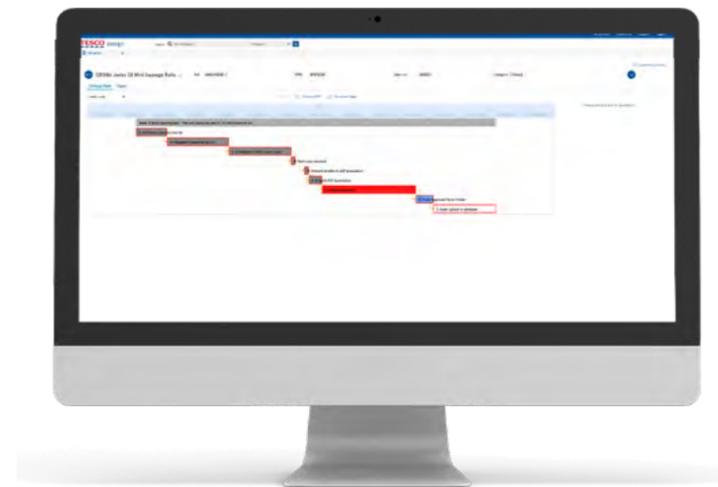
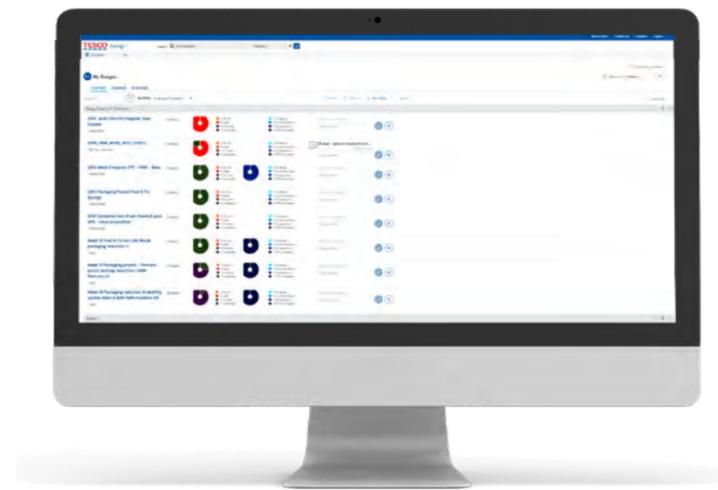
“
THE HAEFELE TEAM FEEL LIKE THEY'RE ALREADY A PART OF TESCO. THEY NEVER FAIL TO IMPRESS, FROM THEIR HIGH DEVELOPMENT STANDARDS, DEMONSTRABLE TECHNICAL KNOWLEDGE AND HONEST ADVICE.

” — Andy Dann
Packaging Product Specialist – Tesco

- ✓ The Tesco Design project dates back to early 2000 when they first identified a demand for a bespoke system for their packaging design process.
- ✓ It was first developed by a company that had links to the current Haeefe team, but Haeefe effectively took over the development in 2009.
- ✓ Just like any legacy system, the software needed modernisation, mainly to make it more intuitive as well as increase performance and speed.
- ✓ By determination of Tesco Corporation, the system needed to go through a complete design makeover to unify the look and feel of the platform in alignment with major brand guidelines
- ✓ Another drastic modernisation which was required was the migration of the platform from on-site premises to the Cloud (Microsoft Azure).

“
WE HAVE A
LONGSTANDING
RELATIONSHIP WITH
HAEFELE, AND IN THE
ALMOST 20 YEARS THAT
WE’VE BEEN WORKING
TOGETHER, THEY’VE
CONTINUED TO BRING
VALUABLE ADVICE AND
KNOWLEDGE THROUGH
THEIR EXPERIENCE.

” — Andy Dann
Packaging Product Specialist – Tesco



Solution:

- ✓ In 2016, the modernisation of the system from Version 3 (V3) to Version 4 (V4) began. This was to address previous performance and reliability issues of a 15+ years legacy system.
- ✓ The first phase consisted of breaking the system into different portions and understanding the modules that were being used the most, to prioritize the modernisation process.
- ✓ In the second phase, the frontend of the system started to be modified in alignment with new Tesco brand guidelines, whilst the system was still operating on the old backend in a quite innovative and technically challenging way.
- ✓ The initial version of the system had been built in Web Forms, which is now an obsolete technology, so the new modules in V4 have been completely rebuilt for better user experience and efficiency.
- ✓ As the modules were rebuilt, new features and functionalities were added, making the artwork approval slicker, and optimizing processes.
- ✓ In early 2019, the full system was migrated from dedicated hosting to the Cloud (Microsoft Azure), which increases its performance, speed, usability, and stability.

“
**AFTER COMPLETING THE MIGRATION TO AZURE,
 WE SAW A SIGNIFICANT DECREASE IN
 INFRASTRUCTURE COST.**
 ”

— Andy Dann
 Packaging Product Specialist – Tesco



Why Outsourced?

The Tesco team decided to outsource the project as their internal development teams didn't have the bandwidth to take on new projects.

Timeline:

Early 2000 to 2009 – First version of the system has been developed

2009 – Haeefele worked on developing new modules for the system offering on-going support

2016 – Modernisation from V3 to V4 began

2019 – Migration of the system to Microsoft Azure

2020 onwards – Continuous support and optimisation as well as implementation of new customised features.

Results:

- ✓ **15,000 artwork projects a year are approved within the system.**
- ✓ **Unlimited number of users have access to the platform, which brings scale at no additional cost.**
- ✓ **Since optimization of V3 to V4, the number of support tickets decreased significantly.**
- ✓ **Since the Azure migration, the system is much more reliable and runs significantly faster.**
- ✓ **Over 550 users utilise the system on a weekly basis.**

Technologies utilised:

- ✓ **Infrastructure:**
 Azure Cloud (VM, Function apps, Blob storage, queues, SQL, Logic Apps, App Services, Key Vaults)
- ✓ **Frameworks:**
 .Net Framework 4.6+, .Net 5 (Core)
- ✓ **Application:**
 C#, MVC, Knockout JS, Bootstrap, Underscore JS
- ✓ **Logging:**
 Log4Net, Application Insights
- ✓ **Application Testing:**
 BDDfy, Microsoft Test SDK
- ✓ **Environment:**
 Azure DevOps
- ✓ **Database:**
 MS SQL, Redis, NHibernate

Team:

The team has been scaling back or up, depending on the phase of the project. The current team consists of 2 Business Analysts, 6 developers, 1 tester and a 2-person user support team.

