

The Jesta I.S. logo is displayed in white text on a dark blue background. The 'J' is stylized with a circular element.

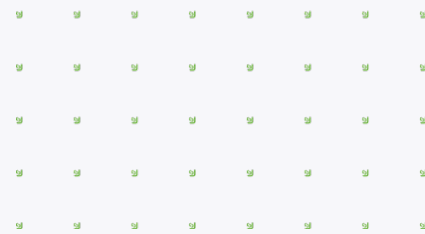
# HARRY ROSEN



## Harry Rosen's Unified Commerce Journey with Jesta's Composable Platform



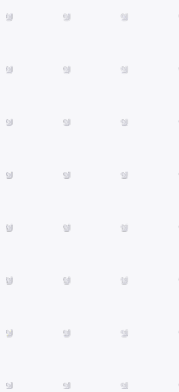
**H**arry Rosen — Canada's preeminent luxury menswear retailer — embarked on a transformational journey to unify its customer loyalty experience across all channels. By partnering with **Jesta I.S.** and leveraging **Jesta's Vision Suite** (Merchandising ERP, Point-of-Sale, and Order Management) and open composable architecture, Harry Rosen revitalized its loyalty program into a seamless omnichannel experience. This case study highlights how Jesta's integration capabilities and unified commerce platform enabled "**CLUB HARRY**", Harry Rosen's modern loyalty program, driving significant improvements in customer engagement and trust.



## About Harry Rosen

**Founded in 1954**, Harry Rosen has grown from a single Toronto storefront into a **national icon in luxury menswear**, celebrated for delivering an unmatched shopping experience both in-store and online. In 2024, the retailer marked its 70th anniversary, fresh off a CA\$50 million investment to revamp its retail fleet with flagship store relocations and innovative store designs. Harry Rosen's ethos has always been customer-centric, building deep client relationships in-store that now extend across all channels.

Since 2016, Harry Rosen has trusted **Jesta I.S.'s Vision Suite** as the backbone of its operations. Jesta's **Vision Merchandising ERP** and **Vision Omni Store POS/OMS** power end-to-end functions, from product and inventory management to point-of-sale and omnichannel order fulfillment. This stable core system provides real-time, **enterprise-wide data synchronization**, giving Harry Rosen a single source of truth for inventory levels, customer profiles, and order history — whether a transaction occurs in a boutique or online. These capabilities laid the groundwork for Harry Rosen's unified commerce strategy, ensuring that **pricing, promotions, and loyalty rewards** remain consistent across every touchpoint.





## Customer-First, Channel-Agnostic

Harry Rosen focused on **unifying the shopping experience** — customers engage with the brand, not individual channels.



## Composable Integration

Jesta's **API-driven platform** enabled the seamless integration of a new loyalty engine (Talon. One) **without disrupting core systems**.

# MILESTONES

## 2016 | Jesta Partnership Initiated

Harry Rosen implements Jesta's Vision Suite (Merchandising ERP and Omni Store POS/OMS), establishing a unified commerce backbone.

## 2023 | Loyalty Program Reinvention

Harry Rosen selects Talon.One for a new loyalty platform; Jesta I.S. leads a deep integration to launch a modern omnichannel loyalty program.

## 2023 | "Club Harry" Launch

The unified loyalty program "CLUB HARRY" goes live in both English and French, coinciding with store renovations and digital innovation initiatives.

## 2024 | Harry Rosen Celebrates 70<sup>th</sup> Anniversary

70<sup>th</sup> Anniversary celebration of the iconic luxury menswear retailer founded in 1954 by Harry Rosen, alongside the launch of the "For a Life Well Dressed" brand.

## 2025 | Investment & Engagement Milestone

Harry Rosen invests in a unified engagement platform to further strengthen omnichannel engagement, increasing customer re-engagement and overall participation.

## 2026 | 10 Years of Partnership with Jesta I.S.

Harry Rosen marks a decade of partnership with Jesta I.S., continuing to collaborate on its next phase of digital transformation — a milestone that reflects a strong, enduring relationship built on trust, transparency, and shared innovation.



# the challenge

## Redefining Customer Loyalty

In the era of omnichannel retail, **customers expect a continuous, personalized relationship with the brand** – no matter how or where they shop. Harry Rosen recognized that shoppers don't think in terms of separate channels (*"When a customer engages with Harry Rosen, they are not thinking of channels; they are thinking of the brand."*). The challenge was to eliminate silos between online and in-store experiences, delivering one **unified loyalty program** and consistent messaging at every touchpoint.

By 2023, it became clear that Harry Rosen's traditional loyalty approach needed an overhaul to meet **modern customer expectations** of personalization, transparency, and flexibility:

- **Seamless omnichannel engagement**

Customers should earn and redeem loyalty rewards whether they shop on the website, engage via social media, or visit a store, with **no disruption or confusion between channels**.

- **Personalized & transparent rewards**

The program had to provide tailored offers and clear value, inspiring trust that points and rewards are accurately tracked and easy to understand.

- **Agility to innovate**

With retail rapidly evolving, Harry Rosen needed a loyalty system that could quickly adapt – whether integrating new marketing promotions, handling unique in-store scenarios, or scaling with emerging digital touchpoints.

Harry Rosen took the opportunity to further **elevate its loyalty program** to support the next phase of its customer engagement strategy. Jesta's built-in loyalty module effectively manages points and tiers within the Vision Suite, providing a strong foundation within the retailer's core operations. To complement this foundation, Harry Rosen selected **Talon.One**, a specialized third-party cloud-based loyalty and promotions platform designed to support expanded promotional and engagement initiatives across channels. The critical requirement was **deep integration** of this loyalty engine with Harry Rosen's existing Jesta systems, ensuring a seamless experience for both customers and store associates.



## Jesta Vision Suite

### The Unified Commerce Backbone

At the core of the solution is Jesta's **Vision Retail Suite**, which continued to serve as the **backbone of unified commerce** for Harry Rosen. The key components and their roles :

- **Vision Merchandising ERP**  
Centralizes product, order, and inventory management across the enterprise. It provides a single source of truth for pricing, promotions, and loyalty points rules. Any updates (new promotions, tier rules, etc.) are managed centrally and reflected everywhere, eliminating channel silos.
- **Vision Omni Store (POS & OMS)**  
Powers in-store sales and omnichannel fulfillment (buy online/pickup in-store, etc.). It captures transactions and customer interactions at boutiques in real time. The POS is directly connected to loyalty services, so associates can award points or apply rewards on the spot at checkout. The integrated Order Management ensures online purchases and returns also update loyalty balances immediately.
- **Composable Integration Layer (APIs)**  
Jesta's open, API-driven architecture allows external modules to plug in seamlessly. For this project, it enabled Talon.One's loyalty engine to integrate deeply with all relevant processes (sales, returns, account lookup) without replacing existing systems. This layer handles the real-time communication between Vision Suite and all unified channels, maintaining data consistency and integrity.

## the solution

# Jesta's Composable Unified Commerce Platform

To realize this vision, Harry Rosen leveraged Jesta I.S. as not just a software provider but as an **integration partner**. In March 2023, Jesta led the project to weave enhanced unified commerce into the fabric of Harry Rosen's operations. Rather than a simple plug-and-play, this effort was a collaborative customization, uniting Jesta's retail technology expertise with Talon.One's capabilities to craft a loyalty program unique to Harry Rosen's needs.

Jesta's platform unified Harry Rosen's data and business logic across channels. This composable setup meant new capabilities could be added as modular components rather than requiring a full system overhaul. **Harry Rosen could introduce a best-of-breed loyalty platform into its ecosystem while relying on Jesta's Vision Suite to keep everything synchronized.** Pricing, promotions, and loyalty rules configured in one place automatically applied everywhere — in the e-commerce storefront, on the sales floor, and beyond.



# Seamless Integration for Unified Loyalty

With this robust backbone in place, Jesta I.S. integrated **the cloud solution** into the mix to power Harry Rosen's next-generation loyalty program. The integration was designed around **real-time data exchange** and resiliency:

- **Real-Time Transaction Processing**

Whenever a sale or return happens in any channel, Jesta's Vision systems instantly send the transaction data (customer ID, purchase details, etc.) via APIs. The new unified commerce engine evaluates loyalty rules (points to award, tier progress, applicable promotions) and sends the results straight back. Jesta's POS then immediately updates the transaction at checkout – **within seconds** – applying any discounts and showing earned points on the receipt. The customer and associate see the rewards instantly, reinforcing trust that the program works seamlessly.

- **Two-Way Data Sync**

The integration isn't one-directional. Customer profiles, point balances, and promotion redemption statuses flow back and forth. For example, if a customer redeems a reward online, the in-store systems know about it right away. Jesta's middleware ensures **loyalty data stays consistent**.

- **Flexible Customization**

Out-of-the-box functionality was just the starting point. Jesta's team, with deep retail know-how, extended both its own system and the new loyalty configurations to handle **advanced scenarios** unique to Harry Rosen. For instance, they tailored how multiple in-store discounts combine with loyalty promotions, and enabled retroactive point adjustments (if, say, a purchase was not immediately captured due to an outage, points could be granted later without issue). This collaborative development went beyond a standard integration, creating a **bespoke loyalty ecosystem** for Harry Rosen.

This approach exemplifies the power of **composable architecture**: a stable core platform (Jesta Vision) augmented by a specialized loyalty module plus custom logic, all working in concert as one system. Harry Rosen gained sophisticated new loyalty features without disrupting daily operations or "ripping and replacing" any major system. Moreover, the groundwork is laid for future integrations — as Harry Rosen has adopted additional tools, Jesta's middleware similarly connected these, leveraging the same consistency and real-time data flow.

# Addressing Omnichannel Complexities

During the integration, several **complex retail scenarios** were addressed to ensure the loyalty program worked flawlessly in every situation :

- **Consistent Omnichannel Loyalty**

*One program, one experience.* Harry Rosen's associates sometimes offer manual adjustments — for example, a discount on a damaged item or a goodwill gesture. Jesta configured the integration so that **loyalty points calculations remain accurate** even when these manual, in-store discounts occur, and that promotions never conflict with in-store policies. A customer enjoys fair and consistent treatment whether shopping in a store or online.

- **Offline Resilience**

In retail, internet connectivity issues can happen. Interfacing cloud services, Jesta is built in an offline mode that provides a necessary safety net. If a store's connection to the loyalty engine is down, the Vision POS flags the transaction for later syncing. The sale still goes through, and once connectivity is restored, the transaction details sync to **award points retroactively**. This way, customers never lose out on points and **trust isn't broken**, even if there's a brief system outage.

- **Optimized Speed at Checkout**

Any added delay at checkout can hurt customer experience. Jesta's integration was fine-tuned for **minimal latency**. The request-response cycle between POS and cloud loyalty was optimized so that loyalty calculations happen in near real-time. Associates and customers see promotions applied **without pausing** the checkout process, keeping service smooth and efficient.

- **Bilingual Promotion Management**

Harry Rosen operates in both English and French across Canada. Managing promotions in two languages can be laborious if treated separately. Jesta worked with Harry Rosen to devise a solution to **create each promotion once**, with fields for both English and French content (such as reward descriptions). This single promotion definition populates all channels in the appropriate language, cutting administrative effort in half and ensuring **consistent campaign rollout** to all customers. It also made reporting cleaner, since each campaign is tracked as one entity rather than split by language.

- **Expanded Features: Coupons & Referrals**

As the project progressed, Harry Rosen expanded the loyalty initiative with **new features** :

- ▷ **Referral Bonuses** : Jesta implemented logic for in-store referral incentives, so if a client refers a friend who makes a purchase, both the referrers and referee's accounts can be credited appropriately – even if one purchase is online and the other in-store.
- ▷ **Cross-Channel Coupons** : The integration enabled coupon codes to be tracked, whether they originated digitally or in print. A coupon issued via email or social media can be redeemed in-store and vice versa, with **Jesta's system tracking usage** to prevent abuse and update activities in real time.

Throughout the integration, **close collaboration** amongst all teams was paramount. Jesta's retail-savvy developers and Harry Rosen's business experts worked hand-in-hand to test scenarios and tweak rules, ensuring the final solution was robust and aligned with real-world store operations.



# CLUB HARRY™

## the results

### A Loyalty Program Built for Growth

The outcome of this initiative was **CLUB HARRY**, Harry Rosen's revitalized loyalty program, which successfully launched across all channels. This program has delivered tangible benefits and positioned the company for continued growth :

- **Unified Customer Experience**

**CLUB HARRY** provides **one cohesive loyalty program** whether the customer is shopping in-store, on the website, or interacting via emerging channels. The experience (earning and redeeming points, tier status, special offers) is **identical and synchronized**.

- **Instant Rewards and Transparency**

Thanks to real-time integration, customers see their points and rewards **updated instantly** on receipts and through their online account. This immediacy has increased customer trust and satisfaction. There's no wondering if an online purchase "counted" towards their next reward — it's all updated by the time they check their phone after a purchase.

- **Bilingual, Nationwide Reach**

The program's campaigns are seamlessly delivered in both English and French, respecting Canada's linguistic duality. Harry Rosen can now roll out national promotions (like a 70th Anniversary bonus event) knowing every client, anglophone or francophone, receives **consistent information in their preferred language**.

- **Resilience and Reliability**

Even during system maintenance or unexpected outages, the loyalty program holds up. Store associates can reassure customers that points will sync to their accounts shortly. This reliability has helped maintain high enrollment and active use of the loyalty program, giving customers confidence that **their rewards are always accounted for**.

- **Innovative Offers (Referrals & More)**

The flexibility of the new setup enabled Harry Rosen to introduce creative loyalty incentives. **Referral programs** have brought in new clients, and **targeted coupon campaigns** (like birthday rewards or private sale invitations) have been executed across channels without a hitch. The company can continue to expand these features, knowing the platform can handle it.

The image shows a store window display for 'eleven ty'. Two mannequins are dressed in men's clothing. The mannequin on the right wears a light grey blazer over a dark vest and a light-colored shirt. The mannequin on the left wears a light-colored sweater and light-colored pants. The background is a wooden wall with the 'eleven ty' logo in large, white, serif letters. The overall aesthetic is clean and modern.

eleven  
ty

Transaction  
frequency up

**+3%**  
year over year

Diamond &  
Onyx Average  
Order Volume up

**+8%**  
year over year

Sales tied  
to in-store  
redemptions up

**+14%**

## Since its implementation, **CLUB HARRY**

has delivered measurable results.

Sales associates report that customers are more responsive to promotions and reward offers now that they see consistent value in the program. Transaction frequency has increased by **3% year over year**, while **Diamond and Onyx top-tier members** have driven an **8% year-over-year increase in average order value (AOV)**.

At the same time, **sales tied to in-store reward redemptions have risen by 14%**, reinforcing the program's ability to connect digital engagement with in-store experiences. The loyalty program has become a pillar supporting Harry Rosen's broader digital and in-store innovations, driving both increased foot traffic to the revitalized stores and higher conversion online.



HARRY  
ROSEN

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## What sets Jesta apart is how deeply they partner with us.

Together, we've been able to roll out new capabilities across our ecosystem at a pace that simply wouldn't have been possible otherwise. Their technology and expertise have played a central role in helping us introduce more personalized rewards, richer engagement opportunities, and a seamless experience across every touchpoint.”

### Steve Warriner

SVP, Chief Information Officer  
Harry Rosen Inc.



## Conclusion

**H**arry Rosen's loyalty program transformation illustrates the power of a **composable unified commerce strategy**. Through a strong partnership with Jesta I.S., the retailer transcended traditional channel boundaries to deliver a loyalty experience that is engaging, trustworthy, and easy to use. Jesta's open architecture and hands-on integration approach turned a complex, multi-system challenge into a seamless solution that delights customers.

The successful delivery of **CLUB HARRY** has done more than drive transactions – **it has fostered deeper customer relationships** and reinforced Harry Rosen's reputation for exceptional service. For Jesta I.S., this project reaffirms its role as a collaborative partner in innovation. As new technologies (like AI in 2025 and beyond) shape the retail landscape, Jesta's composable platform equips retailers like Harry Rosen to embrace change with confidence, integrating new capabilities swiftly and cost-effectively. Together, Harry Rosen and Jesta I.S. have composed a best-of-breed loyalty system — and a technology foundation — designed not just for today's needs but for the future of unified commerce.

## About Jesta I.S.

**T**rusted by leading fashion apparel, footwear and accessory brands for more than 55 years, Jesta I.S. is a pioneer in the development of enterprise ERP suites for emerging brands looking to scale and established retailers modernizing their technology ecosystems.

Jesta's **Vision Supply Chain Management Suite** delivers end-to-end visibility and connectivity to strengthen collaboration across global brand manufacturing and wholesale networks. Jesta's **Vision Retail Management Suite** bridges head office, warehouse, store and e-commerce operations, enabling seamless execution across the enterprise. Built on a robust Master Data foundation, both suites provide stability, agility and actionable insights for operational excellence.

Customers include *Puma, Cole Haan, Genesco, DSW, Harry Rosen, Perry Ellis, and JD Sports Canada.*

Learn more at [jesta.is.com](https://jesta.is.com).

