



**I**n business for more than 50 years, Jesta I.S. is a global developer and provider of enterprise software solutions for retailers, e-tailers, wholesalers, and manufacturers. Simplifying the entire omnichannel journey of retailers, the Jesta Vision Suite offers a modern, robust, scalable, and agile technology that spans from the inception of product sourcing to direct-to-consumer delivery. Clients include world-renown brands such as Puma, Carter’s, Genesco, Perry Ellis International, Guess, Cole Haan, and Harry Rosen.

Jesta’s Vision Suite is a package of enterprise business software solutions that form a robust ERP for retailers, e-tailers, wholesalers, and brand manufacturers.

The Suite consists of:

- Vision Sourcing & Demand
- Vision Merchandising
- Vision Store & Omnichannel
- Vision Analytics

Each of the four cloud Vision Suite solutions include products that address a different segment of the supply chain. The Suite is unified yet modular, thereby removing the inefficiencies and inaccuracies of disjointed technology. Some of the products’ associated modules come out-of-the-box, others can be added on individually.

When Harry Rosen, Inc., Canada’s top luxury menswear purveyor, approached Jesta I.S. they were looking for a transformative solution. Harry Rosen chose Jesta’s Retail Vision Suite which includes products such as Merchandising, Planning, OMS, Point-of-Sale (POS), Mobile POS, CRM, Financials, and Analytics to centralize its operations, bringing the entire company onto a single, integrated retail technology platform. The goal was to improve merchandising and replenishment capabilities, provide personalized in-store



experiences, obtain accurate and transparent information in real-time, and better understand customer demand and product preferences. “We not only liked the platform but were also impressed with the people behind it. Jesta I.S. has a great team that understands our business,” says Stephen Jackson, VP and CIO of Harry Rosen Inc. “They have helped us with software demonstrations, business analysis, reference visits, and have attentively guided us through the whole implementation process.”

The deployment of the Jesta Vision Suite helped strengthen Harry Rosen’s position in an increasingly competitive market. Jesta I.S.’s advanced integrated capabilities provided Harry Rosen with greater visibility and business insight, and created a unified view of all supply chain, merchandising, store, and back-office operations empowering them to make better decisions to optimize performance across the entire organization.

Harry Rosen evaluated competing solutions and selected the Vision Suite based on Jesta’s agile deployment model, its established record of success with retailers already on the platform, and its depth of omnichannel retail experience. “Harry Rosen and Jesta I.S., both share the same guiding principles for

personal approach to service. We are proud to partner with such an iconic organization and are looking forward to them becoming a reference for the retail industry using Jesta’s state-of-the-art retail platform,” states Arvind Gupta, President of Jesta I.S.

What differentiates Jesta I.S. is a three-step approach, starting with the company culminating into a boutique solution for their clients. “Supporting and executing the long-term vision of our clients is our top priority. We make sure to listen to our clients, understand what they need and truly work towards being an extension of their brand, providing them with a solution that is built for today and years to come,” adds Arvind Gupta. “It is also important to know that Jesta continues to be one of the only organically developed global ERP software applications that exclusively serves the needs of retailers, wholesalers and brand manufacturers for the past 50 years.” Lastly, Jesta I.S. is comprised of industry-leading experts bringing top talent and progressive knowledge and direction to both the Jesta team and its clients, helping them achieve their business goals while continuously driving innovation and product evolution.

For Jesta I.S., research & development is very important. They are constantly innovating and are focused on improving their product development and evolution based on industry trends and the needs of existing clients.

“Being recognized as one of the 20 Best Retail Tech Solution Providers of 2021 is a testament that our focus and goals are in the right place,” says Arvind Gupta. “We will continue to focus on partnering with clients and helping them with the digitization of their operations and services along with making sure we incorporate the latest technologies, with a profound emphasis on Artificial Intelligence and Machine Learning.”