

Christmas Tree Shops: Technologically Independent, Just in Time for the Holidays

Enabled

integration of its legacy platforms and new cloud-based technologies in less than a year

Built

250+ new, distinct data pipelines in the last year

Completed

its process of becoming technologically independent in less than a year

HEADQUARTERS

Middleborough, Massachusetts

INDUSTRY

Retail

DEPARTMENT

IT

CHALLENGE

- Become technologically independent from parent company in less than a year, without disrupting the business
- Integrate legacy technologies with new modern, cloud-based platforms
- Modernize tech infrastructure to be able to seize on new growth opportunities

BUSINESS RESULT

- Completed more than 250 distinct integrations in less than a year
- Met deadline with new robust, resilient infrastructure in place to meet the busy holiday season head on
- Legacy tech was integrated with new cloud apps, without disrupting frontline operations

INTEGRATIONS

Workday, Snowflake, Blue Yonder Workforce Management, Toshiba ACE SurePOS

Christmas Tree Shops Backstory

Christmas Tree Shops (CTS) is a specialty retailer selling a wide range of goods, from furniture, home decor and bedding, to kitchenware and holiday decorations. Founded in Massachusetts, CTS has more than 80 stores across the United States. CTS' goal is to help consumers express themselves and celebrate every season through unmatched selection and value. The company was sold in 2020 from its previous corporate parent, the national retail chain Bed Bath and Beyond, to a private company, Handil Holdings.

The Challenge

Once the sale of CTS was complete, the company needed to become technologically independent from its prior corporate parent, Bed Bath and Beyond. It was given a deadline of a year from the sale's completion to do the job. Being a retailer, this meant it had to separate itself from operational technologies and platforms it had been a part of for nearly 20 years without impacting the coming year's peak holiday selling season. The CTS team had its work cut out for it.

As Chris Corbin, Vice President, Enterprise Systems at Christmas Tree Shops, explains: "We had a mix of legacy, off-the-shelf, and self-developed systems at the time—some of those systems served our needs well, others less so. It would have been cost-prohibitive to update and integrate all of those systems as we made the split."

In addition to the looming deadline—that was shorter than it seemed—CTS also had to factor in that any changes it made could not disrupt the company’s ability to sell goods, or onboard and compensate employees. Put simply, the front-end of the business needed to remain in full operation as they worked through the transition on the back-end.

CTS did not want to lose the existing data and information that had been stored in its corporate parent’s systems, but it also needed to move fast.



We saw this as an opportunity to modernize our operations and the technology running them, by upgrading core existing systems that were working well while, in parallel, bringing on board newer, best-of-breed cloud technologies that allowed us to explore new opportunities.”

CHRIS CORBIN

Vice President, Enterprise Systems at
Christmas Tree Shops

The Solution

After an exhaustive review of potential integration platforms—including Boomi and MuleSoft—CTS selected SnapLogic and its Intelligent Integration Platform to handle the complex job of upgrading and integrating its hybrid-cloud technology infrastructure.

SnapLogic’s easy-to-use yet powerful platform empowered CTS to integrate its core legacy systems with new, cloud-based technologies in order to improve and speed up business processes across its HR, finance, sales, and operations departments. These integrations were of critical importance given the need to carry-forward some legacy technologies from its prior corporate parent, while at the same time implementing and activating new technologies to replace others that would be modernized as a part of the process.

One specific example of this comes from CTS HR and payroll systems. The company’s employee-facing time-and-attendance system would remain in place throughout the transition, so compensation of employees would not be impacted, but on the back-end CTS would be bringing online a new implementation of Workday to manage HR, Finance, Payroll, and other activities. This process needed to be completed before the pre-holiday season where the retailer would see a jump in onboarding of seasonal hires.

SnapLogic helped CTS connect its existing time-and-attendance solution, across its 80 stores, with Workday, ensuring all employees were paid promptly for time worked.

“It was critical that while undertaking this separation and updating our technology infrastructure that we not impact the front line of the business—the selling of goods as well as the onboarding and payment to employees across our 80 stores had to continue without interruption,” said Corbin.

In addition to improving business processes across the company, SnapLogic is also helping CTS to integrate and ingest data into its Snowflake data platform, with the long term goal of eliminating data silos and allowing the company’s critical data to be utilized by more employees, leading to better visibility and improved decision-making.

The Business Result

With SnapLogic, CTS was able to become technologically independent while upgrading and integrating its hybrid-cloud technology operations, all prior to the start of peak holiday season. Using the SnapLogic platform, CTS completed more than 250 integrations in less than a year.

The CTS team also found SnapLogic’s Intelligent Integration Platform to be easy-to-use, enabling them to quickly get new developers up and running on it quickly, letting them immediately provide value. Speed and simplicity were critically important in CTS’ quest to meet its separation deadline.

SnapLogic powers the automated enterprise. The company’s self-service, AI-powered integration platform helps organizations connect applications and data sources, automate common workflows and business processes, and deliver exceptional experiences for customers, partners, and employees. Thousands of enterprises around the world rely on the SnapLogic platform to integrate, automate, and transform their business. Learn more at snaplogic.com.