Via Varejo transforms its digital culture with Red Hat Open Innovation Labs

Customer name
Via Varejo

Industry
Retail

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https://red.ht/39dVFB7

Via Varejo is one of the largest retailers in Brazil, with 1,000 stores, 45,000 employees, and a robust e-commerce presence.

Challenge

To improve its agility and reduce operating costs, Via Varejo has recently begun efforts to transform its culture, becoming more digital-focused, and modernizing its IT infrastructure. As part of these efforts, the company developed Sales Simulator, an application used by sellers to simulate details—such as prices, discounts, delivery schedule, and more—and close sales, giving customers the information they need, when they need it, to make informed purchases.

After initial prelaunch development, Via Varejo sought to reduce the cost and effort of maintaining the app and adopt a more collaborative, innovative development approach to deliver useful, timely solutions.

Path to innovation

To build the latest feature set for Via+ using modern development approaches, Via Varejo engaged Red Hat® Open Innovation Labs, a collaborative, residency-style consulting series. During the engagement, technical teams and business end users worked closely with Red Hat experts to learn about and apply agile, lean, and DevOps development principles. Activities from the Open Practice Library included creation of a social contract, target outcomes, retrospectives, and more.

Business outcomes

After gaining experience with these collaborative approaches, Via Varejo has now established a skilled team to continue enhancing the Sales Simulator app in preparation for its launch to production in several stores. Additionally, the company's teams share their agile and DevOps knowledge with new hires and other teams, prompting broader cultural change.

> "Our immersive residency at Red Hat Open Innovation Labs brought us not only technical but also cultural benefits. The practices delivered helped our team become more collaborative. Open Innovation Labs is undoubtedly a catalyst for agility and efficiency."
>
> **Marcelo Costa**
> Solution Architect, Via Varejo

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