TechStyle win wire

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TechStyle
FASHION GROUP

Customer	TechStyle Fashion Group is an online, membership fashion retailer that has a portfolio of five direct-to-consumer brands including JustFab, FabKids, ShoeDazzle, Savage X Fenty, and Fabletics. It offers a personalized shopping experience based on members' indicated fashion preferences.
Industry	Retail/Fashion Brand Creation & Management
Use case	Oracle E-Business Suite on OCI ORACLE E-Business Suite ORACLE Cloud Infrastructure
Cloud services	IaaS, OAC
Buyer title	VP of Applications
Deal size	$ 180K ARR
Win quarter	FY'24 Q4
Team	• Oracle PM: Angie Mills • Syntax AE: Mike Adams • Oracle RM: Eric Brown • Syntax PM: Violeta Albrecht • Oracle CPR: Wes Grabow • Syntax Solution Architect: Charles Valade • Syntax VP: Rich Bradley
Key partner takeaways	• Syntax Customer running their E-Business Suite environment in the Syntax Private Cloud. • Syntax positioned a solid business case to justify and rationalize a migration from the private cloud to OCI, illustrating the immediate and long-term benefits with special consideration to increased flexibility and scale-ability for their vast growing organization. • Over the years Syntax and the customer had built a trusting relationship and that along with their confidence in the Syntax OCI Operations team solidified a case for change culminating in a new 3-year contract between TechStyle & Syntax, positioning significant Oracle Cloud opportunity for the future.