



Building a Modern Experience with Rocket® UniVerse and Rocket® MVIS



TAILORED BRANDS™

Tailored Brands is a leading omnichannel retailer delivering personalized products and services through a network of stores and eCommerce sites. The company's brands include Men's Wearhouse, Jos. A. Bank, Moores as well as family retailer K&G Fashion Superstore. Tailored Brands currently operates in the U.S. and Canada through its brands' websites and more than 1,000 stores – and its products are manufactured in 14 countries across four continents.

Challenge

Tailored Brands has a reputation as a pioneer in the retail world. The company was one of the first to offer its customers a rewards program and consistently pushes itself to be innovative. Their rewards program generates vast amounts of data across client teams – and that volume of data steadily increases as staff use mobile apps that capture important customer demographic information, including details like measurements for tailored clothing.

To maintain its position as an industry innovator and adapt to a shifting market, Tailored Brands had a mission to modernize its MultiValue applications.

A longtime customer of Rocket Software, Tailored Brands depends on Rocket UniVerse to support its MultiValue application and to maintain adherence to its business rules. The MultiValue application is at the core of its success, utilizing Tailored Brand's fine-tuned business rules and logic to seamlessly manage workflows and automation. But as the company looked for ways to keep pace with innovation, it became clear that achieving new business goals, reducing strain on technology teams, improving the quality of customer experiences, and making work easier for staff in stores, would require modernization particularly of its presentation layers, including HTML and greenscreens.

In addition, they required access to the right development tools to support new offerings, like eCommerce, for its storefronts.



Our Rocket UniVerse-based application has been serving a critical role for decades, working seamlessly with the complex business rules our organization developed over time. Opting to upgrade our MultiValue applications has enabled Tailored Brands to deliver a modern experience to both our staff and customers.”

DAVE ROSE
MANAGER, UNIVERSE TRANSACTIONAL SYSTEMS



Solution

Before starting their modernization efforts, Tailored Brands had been using an older version of Rocket UniVerse that had helped successfully run their operations for years. But over time, as new customer-facing programs, point-of-sales systems, and other technologies and solutions were folded in, the demand placed on technology teams and developers grew, making it difficult to move new projects forward.

Tailored Brands took proactive steps to upgrade its existing MultiValue applications, laying the groundwork to innovate and reap the benefits of API-first applications.

Tailored Brands turned to Rocket Software for help upgrading its existing MultiValue applications. The upgrade allowed IT and developers to use modern programming languages including Python, and to harness RESTful APIs to integrate its MultiValue applications with other software throughout the organization. While the company was in the middle of these modernization efforts, a global pandemic meant the organization was pushed to adapt even more quickly.

As a business that had primarily operated through brick-and-mortar stores, Tailored Brands quickly needed to find a way to handle everything from remote work to eCommerce. To adapt to changing consumer habits, and support an increasingly remote workforce, they leveraged the OpenAPI standard by using the Rocket MultiValue Integration Server (MVIS) to power much-needed new eCommerce capabilities.

Results

By upgrading Rocket UniVerse, Tailored Brands was able to tap into the features and functionality within Rocket MVIS, delivering critical flexibility that enabled them to make changes quickly. With Rocket Software's solutions and partnership, Tailored Brands found a way to achieve meaningful enterprise-wide transformation without having to embark on a costly rip-and-replace strategy.

The company delivered an improved experience for its staff, enabling faster onboarding and training. As a result, the staff could capture the most important customer details to improve sales and better serve customers. Partnering with Rocket Software ensured that transactions were handled smoothly at the point of sale, providing customers with a better experience.

In a short timeframe, the company leveraged Rocket Software support and solutions to pivot and create an eCommerce operation that handles online customer ordering and deliveries, making it possible to navigate uncertainty and build a framework for sustained success.



Flexibility

Technology teams and developers can better respond and make changes quickly to tackle a larger volume of projects and requests.



Cost Savings

The company was able to keep and modernize its existing implementation, eliminating the need for an expensive, risky, and lengthy rip-and-replace project.



Adaptability

Greater functionality enabled faster response to external factors by developing solutions to remain competitive in the broader market.

Modernization. Without Disruption.™

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