



CASE STUDY

Implementation of **VIENNA Advantage Retail Management Solution**

A success story of implementation of VIENNA Advantage Retail Management Solution at a Garment Retailer with multiple stores.

This case study was depersonalized due to the NDA signed.



The Customer

The customer was running their business at multiple retail outlets with a standalone POS system which also managed the inventory and accounting data.

The system was not providing them a decision making support.

With the increasing competition in the region, it was very difficult to find out why the sales have dropped. The customer was on the verge of losing market share.



The Challenges

The key problems and challenges faced by the customer include:

- 1) A large number of stock was left over till the end of season sale
- 2) It was not possible to track the exact profits on each sold item
- 3) No guidance from the system on deciding what discount schemes to be launched on which products
- 4) Ordering and receiving process could not be properly matched as the orders needed to be tracked manually
- 5) Customer preferences could not be tracked because of lack of reporting
- 6) Successful brands, styles, sizes, colors could not be identified due to lack of transparency on profits and remaining stocks
- 7) Stock aging reports were not exact



The Requirements

The customer contracted VIENNA Advantage to implement a comprehensive solution, across multiple stores.

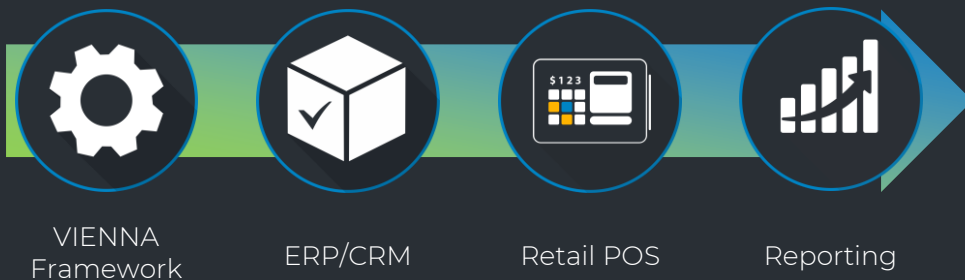
The integrated Retail Management Solution should include the following key components:

- ✓ POS Terminal
- ✓ Materials Management Module
- ✓ Product Master Data Management Module
- ✓ Financial Accounting Module
- ✓ Analytics and Reports Module
- ✓ Alerts and Workflow Module

The Solution

VIENNA Advantage Integrated Retail Management System

with ERP and CRM



The implementation of VIENNA Advantage took around 4 weeks. During this time the following key tasks were delivered to support the clients requirements:

- o The complete master data and stock data was imported.
- o The product master data fields were customized.
- o The specific reporting requirement was analyzed and the reports such as dashboard reports and tabular reports were driven.

The Result

POS integration with ERP and CRM modules brings better control

- ✓ Sales are directly recorded in VIENNA Advantage Point of Sale (POS) which is linked to material management and accounting module.
- ✓ The POS system also drives information from the product attributes management and customer management module.
- ✓ All ordered materials are recorded in form of purchase orders (POs) and compared with the material receipts to see any discrepancies. Open POs can now be tracked and the vendors can be intimated in case of any change to existing orders required during the season.

Intelligent aging system supports decision making

- ✓ An intelligent aging system gives early alerts on items which are moving below average so that the stock correction options with the vendors can be utilized, even before the payments to the vendors are due.
- ✓ Before the end of the season sale, most of the non-moving items can be pushed towards the customers at lower discount averages than they would have been pushed during the end of season sales.
- ✓ The replenishment of the stock is suggested by the system so that the product turnover at the POS, of each product during a season, is maximized.

The Result

Better overview of financial results drives better negotiation strategies

- ✓ With VIENNA Advantage the retailer is now able to track the average purchasing and sales price of each item so that an exact profit statement can be driven from the system.
- ✓ Number of items sold and cost comparisons reports helped the retailer to better negotiate with existing vendors and analyze the purchasing strategies.

Loyalty programs retain customers and increase customer LTV

- ✓ A customer loyalty program was launched by the retailer. The discounts which were previously given in terms of 'monetary discounts' to the customers are now turned into 'discounts on further purchases' on non-moving items or very profitable categories so that the sale of items as well as the customer loyalty is increased.

The Result

Motivational programs towards sales personnel increase overall sales

- ✓ The performance of each sales person can be tracked with one click and the commission can be generated from the system. Motivational programs to push the sales were introduced by the store management.
- ✓ A daily list of items, to be pushed on, is printed directly from the system. Moreover, the system suggests which discounts to be launched on which items.

Improved decision making on mid and top managerial level

- ✓ The store operations are now based on more objective information and the management is more relaxed because it can make a better informed decision based on real time reporting.

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