

Customer Case Study



IN BRIEF

Company

ivoo (Siragon)

Industry

Retail

Challenges

- Improve visibility into store operations
- Support different models of retail Business
- Reduced employee productivity due to inefficient fulfillment and returns procedures
- Streamline warehousing processes

Solution & Services

iVend Retail Point-of-Sale and Store Back-Office application with

- SAP IS Retail solution portfolio

Benefits

- Eliminated data duplication and data inconsistencies with data entry at the source
- Increased employees' overall efficiency by eliminating work duplication
- Improved cash tracking and stock and replenishment planning
- Achieved faster returns processing
- Standardized business processes based on industry best practices
- Distributed process for customer registration and Billing for queue busting

Country

Valencia, Venezuela

*Best in Retail
integrate with SAP
to enhance Instore
experience*



ivoo now has integrated retail module with SAP for Retail & SAP NetWeaver®, thanks to iVend



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CITIXSYS

ivoo®



About Ivoo

ivoo is the modern Retail venture of Siragon, a leading Venezuelan manufacturer and assembler of computer hardware and other technology products like digital cameras, peripherals and plasma TV screens. Siragon also designs and manufactures its own RAM and flash memory and printed circuit boards. The company was created in an alliance between Venezuelan and Japanese investors. Its manufacturing plants are located in the North Industrial Zone of Valencia. On November, 2009, Siragon has significant presence in American continent and has started distributing its product line in Argentina allied with the Argentinian computer wholesale vendor Greentech. Siragon manufactures its own designs and also builds under license, all-in-one computers from Brazilian Itautec. Siragon products are manufactured in Venezuela. Siragon is a multifaceted conglomerate with a vast base of manufacturing & distribution of electronics goods that include Digital cameras, Video cameras, Desktop computers, Laptop computers, Netbooks, Computer servers, LCD, etc. Siragon ventured into the retail business in the electronics sector with ivoo, a onestop shop for specialty electronic products, the store that sells everything electronic, not only showcases Siragon's product range but also is a storehouse of all leading Global electronics brands like Philips, Apple, Samsung, IFB etc. The flagship store of Siragon was conceptualized to offer a unique blend of innovation and technology together spread of thousands of sq yards of Store space with numerous point of sales. ivoo store was an ambitious venture by its parent, being the largest electronics retail store in Valencia, Venezuela.

Business Challenge

Siragon was keen to take advantage of the latest retail technology while opening their flagship store ivoo; in order to offer its customers the most efficient and streamlined purchasing experience, with a focus on fast, effective, and efficient service to each customer and a unique product mix. In addition, the company needed a scalable solution to support its aggressive expansion plans. In the launch process of the brand ivoo, Siragon understood the benefits of automated and integrated front- and back-office operations. Executives conducted an evaluation process, comparing their business requirements for purchasing, inventory, merchandise and assortment planning, and point of sale (POS) to software offered by CitiXsys as well as other vendors. The CitiXsys Retail solution portfolio and related retail-specific applications, such as the iVend Point-of-Sale and Back-Office application, met the group's technology and expansion requirements. Since it was first ivoo store and the project was starting from scratch, planning had to be precise, keeping in view both the existing business and future business plans of the company. The project was managed by Siragon and CitiXsys teams, using both offshore and on-site models. This was a "greenfield" project, involving information technology, POS and integration from the store to the back office. In addition, iVend Retail and the SAP for Retail solution portfolio were implemented for the first time in Venezuela. As a further challenge, the project had to be completed in time for the scheduled opening of the first store.

"iVend was the only independent solution that allowed us to find full integration with SAP Retail. User adoption of iVend Retail has exceeded all expectations of usability due to a highly intuitive interface, a solution iVend Retail is truly outstanding."

Eduardo Rodriguez
ivoo



The Solution

For ivo providing a superior shopping experience is the most important objective. Each customer enjoys a consistent retail experience because Siragon's software solutions are all integrated, from kiosks in the store to cash registers to return points. In addition, home-delivery functions enable employees to monitor compliance to the delivery schedules committed with the customers. To cater huge footfall and improve customer service at the ivo store company implemented POS terminals in each section of the store so that operating staff has access to product features instantly and product comparison could be done with ease. iVend facilitates smooth store operations during heavy footfall with accurate information. Currently the store has 30 point of sales functional to process smooth customer transactions and ensure that customers do not have to wait long. In addition to the regular sales transactions, using iVend, Store employees can use sales executive points situated in the store to check stock position and other information and create sales orders that are automatically sent to SAP Retail for further processing. Using mobile devices, warehouse and store workers simply scan the bar codes on merchandise instead of reading and then manually jotting down the information. This makes the process faster and minimizes data entry errors. iVend retail management solution has advanced well in the Siragon setup. In addition to managing Point of Sale the software offered comprehensive functionality covering inventory control and tracking, purchase order management, pricing, sales and promotions, customer management and marketing, employee management and reporting. The integrated & centralized administration that's customizable as per Venezuelan retail requirement was of prime importance. The implementation of the iVend was easy too the product has great user adoption and the process flows well with the integration from SAP IS Retail to the stores & vice Versa. The new system does not suffer any data delays & connection drops between Main server & stores and has proved quite resilient & stable.

Business Benefits

- Easy-to-use solution that is scalable to accommodate future growth and demands
- Eliminates data duplication and data inconsistencies with data entry at the source
- Increases employees' overall efficiency by eliminating work duplication saving man hours
- Improved cash tracking and stock and replenishment planning
- Increased speed and accuracy in processing transactions
- Standardized business processes based on industry best practices

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