

Burke Marine chose to implement iVend Retail, the fully integrated retail management solution for SAP Business One

Company

Burke Marine

Industry

Retail - Speciality Textiles

Challenges

- Requirement for a retail management solution that is fully integrated to SAP Business One
- Improving consumer centric approach to gain an edge
- Gaining focused approach for improved employee productivity

Solution & Services

iVend Retail

Benefits

- An end to end integrated application from POS to Head-office with accuracy and transparency through iVend Retail
- Enhanced channel visibility - sale & purchase
- Effective gift card and lay-by management for improved customer loyalty and retention
- Intuitive, scalable solution to meet the future growth of the business
- 360 degree view of different divisions, revenue, costs and inventory valuation in real-time

Location

Multiple stores across Australia



“Our staff have commented on how easy the iVend system was to learn and to operate. It has helped to alleviate the “human errors” that we experienced in the past. What we find really useful is the ability to easily look at other store’s and main warehouse’s stock levels in real time. The integrated EFTPOS has been great; gift voucher processing is easy and transparent and we have recently implemented Lay-By facilities.”

Fran
Burke Pty Ltd | Australia

About Burke Marine

Burke Marine was founded by Martin Burke on the shores of Sydney Harbour in 1971. Combining a wealth of boating experience with a vast knowledge of textile manufacturing, the family-run company has been one of Australia’s most respected and dynamic marine brands for over 40 years. Renowned for their innovative contributions to fabric development and garment design, the iconic brand has built its reputation on great value products that always perform to the highest standard. From Auckland to Oslo, Burke Marine’s vast array of products can be found all around the world.



Business Challenge

Burke Marine owns a chain of stores spread over Australia and New Zealand. As a growing business, the company was unable to effectively and efficiently manage its store operations. They suffered from a lack of data consistency due to disparate and unstable systems. With a number of different processes in place, Burke Marine were unable to gain a complete view of their sales, inventory and store profitability information. The manual process of extracting this data became increasingly difficult to manage on an ongoing basis and was failing to provide upper management with key data to enable them to make important business decisions.

During the initial discovery meeting with CitiXsys, Burke Marine quickly realised that their business required a fully integrated retail management solution that would seamlessly tie in with their existing ERP system – SAP Business One. Their current processes were unable to meet the local legislative demands; they were inefficient and failing to streamline their store operations.

Burke Marine needed a reliable system that could manage the end-to-end retail functions from Point of Sale (POS) to Head office integration, along with inventory optimisation. The new system had to be scalable, flexible and being able to provide the upper management with a holistic view on all aspects of the retail business.

The Solution

Burke Marine chose to implement iVend Retail, the fully integrated retail management solution for SAP Business One. The move to iVend Retail was a clear step forward in integrating and effectively managing Burke Marine's retail operations. The company recognised the benefits that an integrated solution could offer to their retail stores.

iVend Retail was well received amongst the staff at Burke Marine. In addition to managing Point of Sale, the solution

offered comprehensive functionality, covering inventory control, purchase order management, pricing, sales and promotions, customer management and marketing, employee management and reporting. The integrated and centralised administration that complies with Australian retail legislative requirements was of prime importance.

Burke Marine's store managers now have a central view of items' business updates, they can set price changes across one or more stores and they are able to provide up to date inventory status at any point in time.

The implementation of iVend Retail was a smooth and effortless process, which resulted in a company-wide user acceptance and satisfaction. The integration to SAP Business One is stable and tight with process controls implemented to manage the flow of data from the stores to head office and vice versa.

iVend Retail did not encounter any data integrity issues and the connection between the head office server and the stores has proven to be resilient and stable.

Business Benefits

- Easy-to-use solution that is scalable to accommodate future growth and demands
- Increased speed and accuracy in processing transactions
- Promotion features including gift certificates, gift cards, discounts etc.
- Integrated and unified system - fits into their SAP Business One infrastructure
- Improved visibility across all sales and purchasing transactions



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