

Customer Case Study

IN BRIEF

Company

ELVY Lifestyle

Industry

Exclusive Lifestyle Retail

Challenge

- ➔ Inefficient stock monitoring & movement
- ➔ Inadequate Customer Information
- ➔ Scattered MIS reporting
- ➔ Non-integrated financial system

Solution

iVend Retail Management Suite with SAP Business One

Benefits

- ➔ Increased employees' overall efficiency by eliminating work duplication on disintegrated processes
- ➔ Improved cash tracking and stock and replenishment planning
- ➔ Achieved faster order processing
- ➔ Standardized business processes based on industry best practices

Country

Gurgaon, India



Increase topline revenue with Integrated In-store Technology



Elvy Lifestyle now has integrated Retail and financial operations with iVend Retail and SAP Business One

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“CitiXsys has successfully implemented iVend Retail and Elvy is pleased to have a functional experience of integrated Retail at its store. iVend Retail has been a perfect choice for our Retail business, since it leverages Right Technology in the Right manner to maximize Customer & Inventory service levels ”

*Mahendra Sharma,
COO - Elvy Lifestyle
India*

Elvy Lifestyle Private Limited is India's exclusive lifestyle shopping Catalogue Company. Elvy Lifestyle gives contemporary, exclusive and stylish options to set up a great home and office thereby reinforcing the brand values of uniqueness, exclusivity, convenience, lifestyle, value, international quality and easy shopping.

Elvy launched its first stylish shopping catalogue on 23 March 2006. Elvy's has a prime network of self-owned showrooms in the National Capital Region – New Delhi and other cities, in addition to a fully functional internet mall, to support the catalogue with its Corporate office located in commercial hub of Gurgaon.

Being in business for over six years now, Elvy has notched significant achievements by forging strategic alliances and tie ups with major airlines, MNC banks, hospitality partners and restaurants, real estate conglomerates. It has opened up stores in New Delhi & NCR (National Capital Region) and has expanded to different cities. Elvy also runs loyalty programs for its customers across all segments.

Business Challenge

ELVY wanted to take advantage of the latest retail technology 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. In addition, the company needed an Integrated solution that facilitates control on their stores & showrooms across geographical locations from their centralized hub located at Gurgaon.

Catalogue sales were another area that Elvy aimed to integrate with iVend. Elvy is engaged into inflight catalogue sales where, customers demand efficient, convenient and consistent shopping experiences from retailers by catalogue. By using iVend Retail Elvy could compile all the customer sales data at the warehouse, leading to cost savings while retaining customers. iVend Retail helped Elvy manage efficient warehouse & inventory management functions to meet customer expectations to deliver a consistent experience at all Retail touch points. As the demand for the merchandise grew during the festival season, the scalable iVend Retail assisted well in coping with the added demands. More points of sale terminals were added to consolidate the mounting sales & faster order processing to meet the stringent delivery schedules.

To support its aggressive expansion plans the solution they chose had to be scalable so that it grows as the company grows.

ELVY 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.

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The Solution

iVend Retail sufficed elVy's need of an unified solution that leverages every customer touch point and connects the entire retail operation—with a goal of knowing, engaging with, and serving their customers better. They now have real time management of stocks at their centralized Gurgaon hub. In addition to the regular sales transactions, using iVend Retail, 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 Business One for further processing.

iVend Retail has simplified the Reporting and Store Manager functions considerably reducing the error in MIS reporting and has enabled to empower their associates to build better relationships, engage with their customers, and elevate their sales profitability to new levels.

The implementation of the iVend Retail was easy too. The product has great user adoption and the processes flow well with the integration.

Business Benefits

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

"CitiXsys has extended great support during post production period, the support model adopted by them smoothened up the process of User adoption and their support team extended extensive help and were cooperative. Owing to their expertise & professionalism they could handle most complicated issues with ease."

Anuradha Bhatt,
General Manager - Elvy Lifestyle
India



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