

Customer Case Study



IN BRIEF

Company

PT Putra Gemilang Prima

Industry

Building Material

Challenges

- Disintegrated operations
- Time consuming reporting processes
- Manual operations and process management

Solution & Services

iVend Retail, iVend Loyalty with SAP Business One

Benefits

- Reliable functionality and easy to use interface
- Integrated Data Management
- Faster decision making process
- On-time data and report availability
- Better understanding of customer buying preferences
- Efficient accounting & finance
- Improved analysis and control

Country

Indonesia

Partner




PT Putra Gemilang Prima follows the footprint of large retailers by adopting iVend Retail integrated with SAP Business One



Company's fast growth is the direct result of their streamlined retail operations and accurate reporting provided by iVend Retail and SAP Business One

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About Gemilang

Only a few modern retail stores in Indonesia selling building materials place their customer's comfort and shopping convenience as top priority. Our customer Gemilang group were always focused on creating great buying experiences and hence engage with customers. Gemilang group were innovators to bring the concept of convenience retailing among hardware vendors, and industry known for rugged retailing.

Established in 1975 in Banjarmasin, South Kalimantan, Gemilang's outlets always stand out among competition with their customers speaking positive about them. Gemilang's objective has been to make shopping convenient for customers. Each of their outlet is conceptualized with availability and access to an ATM center, minimarket, coffee shop and food stall and a kids play ground, so that children could engage in play activities while their parent's shop.

Company's vision is to be the top player in the retail building material industry in Indonesia, Gemilang planned to improve their operations and offer their customers and engaging shopping experience to promote repeat purchases.

Company wanted a robust IT system that is intuitive and scalable to support company's aggressive expansion plans.

Business Challenge

Mr. Arya Iwanputra, owner of Putra Gemilang Prima, considers IT as the most crucial department in his enterprise. Gemilang group had aggressive expansion plans and wanted adequate inventory planning and resource optimization. To support their plans company needed a reliable and scalable IT system with automated business processes. Management at Gemilang wanted deeper strategic insights from their retail system for optimally managing inventory and purchase at their retail stores. However, Gemilang's existing system was unable to deliver expected results to match with the company's growth.

Meanwhile, the management team needed to build an IT infrastructure for fast growth and multichannel integration across all product lines. Company needed to anticipate customers' buying habits, shopping preferences and needs, with inbuilt reporting based on their buying patterns and experience. In 2013 Putra Gemilang prima finally decided to adopt a new IT system to meet with their needs.

The Solution

The company conducted a research to finalize a solution that suited their needs along with system implementation consultants with expertise to implement the retail solution. After a careful evaluations of proposals Gemilang decided to implement iVend Retail and SAP Business One.

"Finalizing a solution was not easy. Before implementing the system, we had several meetings with existing users of iVend Retail. We sought their feedback and noticed that the solution addressed to all the problems they had from their old system," said Arya.



"Our system was primitive and could not accommodate our growth, a simple process such as report generation would consume enormous manual effort and had to be reprocessed again and again to derive metrics" said Arya.

*Mr. Arya Iwanputra
Owner of Putra Gemilang
Prima*

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iVend Retail is a Retail Management Suite from CitiXsys is a solution build for Enterprises. iVend Retail seamlessly integrates with SAP Business One and can be integrated to other ERP's using API's. Additionally it is a scalable, intuitive and reliable solution being used by thousand retailers in more than 45 countries.

Business Benefits

The iVend Retail Management Suite consists of a retail point of sale solution- iVend POS and other complementary applications such as iVend Loyalty, iVend eCommerce, iVend Mobile, iVend Passes and iVend Analytics making it the perfect fit for all kinds of retail organizations .

“But the most impressive feature for me is its functionality and the ease to use interface,” said Arya.

The application set has features that have helped our team streamline retail operations with in-depth reporting management features that Gemilang always needed.

The changes in operations and process efficiencies have been noticeable in last six months after implementing iVend Retail and iVend Loyalty with SAP Business One. Management at Gemilang have appreciated the way system has gelled in to their system lending efficiency to accounts and finance related tasks.

In the past extracting reports was difficult and labor intensive but now with iVend Retail and SAP Business One, the analyzed data appears instantly.

For payments Gemilang was earlier using a separate module which was not integrated. Thus, a user had to earlier open two new windows to input data. “Now with iVend Retail it is more integrated, we have it all in one window,” said Arya.

About PT Soltius



All Putra Gemilang's business portfolios were willing to change their system. This brings certain advantages to the company because company's complete business line was to be affected by the changes. Soltius committed full support for the smooth transition to the new system

Arya reiterates “We made a right decision.” Soltius team closely worked with the team from Putra Gemilang Prima. The project was professionally managed and all stages of the project completed as per schedule. “It took about four months only, and everything was executed and implemented in accordance with the schedule,” said Arya.

“After sales service is one of our main criteria while choosing a vendor. The experience and industry feedback of the Implementation partner was very important. We wanted an expert vendor so that the implementation process goes on smoothly and team Soltius supported us at each step” said Arya.

The successful implementation of iVend Retail and SAP Business One at Gemilang has been a trendsetter and Gemilang's head office has become a model standard for Putra Gemilang Prima. In future, company plans to implement iVend Retail and SAP Business One at all new locations. Currently, same solution has been adopted in Gemilang Surya Perkasa, a Gemilang Group's expansion in Palangkaraya.

Now, with a reliable system, Arya is sure that Putra Gemilang would surely achieve their vision to become the number one building material retail company in Indonesia.

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