



IN BRIEF

Company

SAVEMAX (Golden India Expo Trade Pvt. Ltd)

Industry

Retail - Supermarket

Challenge

- Complete view of inventory & sales data was unavailable
- Inefficient stock monitoring & movement
- Delayed decision making due to inadequate information
- Complex sales & invoicing process
- Unmanageable data consolidation & audits

Solution

- iVend Retail Management Suite with SAP Business One
- iView, iMatrix and iPlan as SAP Business One Addons

Benefits

- Increased overall employee efficiency by eliminating work duplication due to disintegrated processes
- Data compilation at one single place at Head office
- Synchronized data transfers between Stores and Enterprise ensured accuracy across Retail chain
- Significant improvement in invoicing and stock-take errors and replenishment planning errors

Country

New Delhi, India

Integrated Store functions for efficient and effective Retail management



"The project manager and consultants from CitiXsys are very helpful and ready to offer their help whenever needed. Although the environment was not so favorable, the implementation team went an extra mile to take the project go LIVE on time."

*Puneet Kaushik,
Golden India Expotrade Pvt. Ltd.*

SAVEMAX now has Integrated Retail operations and managed inventory with iVend Retail and SAP Business One Addons

Customer Case Study



Golden India Expo Trade Pvt. Ltd. is a leading retail company dealing in trading of Rice and other edible products under the brand name SAVEMAX. Headquartered in New Delhi, the company was setup in the year 2007 and is currently operational at four different locations. Their first flagship store SAVEMAX was inaugurated on 28th October at a prominent location in New Delhi. The company plans to open up a chain of stores and will soon go live with their Online Hypermarket. The hyper market is spread over thousands of sq. ft. area and has over 10 tills operational to cater huge footfalls at the store.

Business Challenge

Golden India Expo Trade Pvt. Ltd. is a leading exporter of Rice in India and a trade of edible food products. The company has ambitious plans to set up a chain of hypermarkets across India.

As a forward looking business they had previously invested in a Retail Software from another IT company, but the system failed to cater to the requirement of integrated operations between Head Office & Stores. The senior management was unable to see the correct sales figures and consolidated view of available inventory. Fragmented data and inaccessibility of clear view was a major contributor to delayed decision making and was a severe hindrance in future expansion plans of the company. As the company looked to expand their retail operations they were apprehensive to continue with the old application.

Reduced efficiency and man hours spent in uploading and downloading the sales invoice data to the server for consolidation of inventory too was big concern. In addition ascertaining pilferage was a remote task since data was being stored at different locations leading to constant discrepancy in stocks level.

While conducting sales the operator had difficulties in selecting the retail price & offer price which lengthened the transaction time raising customer dissatisfaction.

Calculation errors, mismatched reports and a complex interface added to the overall operational chaos, hence they decided to dump the old application & move ahead with iVend Retail.

Company 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. They also needed an integrated solution which facilitates control on their stores and showrooms.

iVend Retail Management Solution integrated with SAP Business One, met the group's technology and expansion requirements.

"CitiXsys and their partner Visnova Systems are very helpful and have extended their help to us as and when needed. We look forward to a long lasting association with them."

*Puneet Kaushik,
Golden India Expotrade Pvt. Ltd.*



The Solution

iVend Retail helped SAVEMAX to smoothly upgrade to a Retail system that gives accurate, reliable & integrated data as expected. The first SAVEMAX store was inaugurated recently and is fully functional on an integrated solution that leverages every customer touch point and connects entire retail store operations with a goal of knowing, engaging with, and serving their customers better. SAP Business One and iVend Retail's failsafe integration keeps the Head Office always connected to the Store operations across the complete Retail chain. In addition to performing the regular sales transactions at iVend Retail's POS, cashier can also check stock position and other information and create sales orders that are automatically sent to SAP Business One for further processing.

Entire database of the store automatically synchronized with the Head office server enabling information availability across the system. The batch based MRP (Maximum Retail Price) feature display of iVend Retail helps the till operator to select the correct MRP for the batches available for sales on the floor. iVend Retail has simplified the Reporting and Store Manager functions thereby significantly reducing the error in MIS reporting.

It has enabled senior management gain easy & explicit insight to sales and stock positions that assists in accurate and quicker decision making. The integrated system empowers store associates to build better relationships, engage with their customers and elevate their sales profitability to new levels.

iVend Retail management system has been appreciated for its user-friendliness. Configuration & management of discounts and targeted promotions is easy to manage in iVend Retail with consistency of operation maintained across the chain. The implementation of the iVend Retail was done as per schedule and their old data was migrated smoothly to the fresh system. The application 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
- ⇒ Enhanced data accuracy and synchronized visibility across stores
- ⇒ Increased speed & accuracy in processing transactions
- ⇒ Increased responsiveness to market demands
- ⇒ Supports Discounts & Promotions like gift certificates, gift cards, discounts etc.
- ⇒ Integrated & unified system - fits into their SAP Business One infrastructure

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