iVend Retail empowered Shopdirect by giving them insight at the group, individual store and product level via iVend Dashboards

Company

Shopdirect

Industry

Retail – Supermarket chain, eCommerce

Business Challenges

- Shopdirect's retail solution lacked integration with back-office processes
- The retail solution could not accommodate multiple stores
- Stores could not work in offline mode
- No Dashboards or reporting tools
- No promotions engine for customer outreach
- No merchandise management capabilities available to retailer

Solution & Services

iVend Retail Management Suite

Benefits

- Seamlessly integrated retail management application
- Retailers can view store processes on a real-time basis
- Store-wise analysis of merchandise, sales etc. available on demand
- Intuitive reporting tools and dashboards
- Offline transaction processing and improved customer engagement
- Comprehensive and accurate merchandise management
- Barcode unification of imported goods

Location

Nigeria

"Shopdirect now has the power to manage our business and not just run it! If I have to choose again, I'd pick iVend Retail."

Collins Agu
Managing Director
Shopdirect Resources Ltd.

About Shopdirect

Shopdirect is a chain of grocery stores operating in Nigeria since 2000. They started with a single 'mini-mart' store and now have successfully established a chain of retail megastores nationally. Shopdirect has plans to continue expanding in the grocery sector, and to further venture into pharmaceuticals. Our customer intends to open another branch in Aqaba with their extensive online presence.

When Shopdirect launched its first store, they had invested in a retail solution called 4site to assist in running their store business.

Business Challenge

4site was capable of handling sales transactions produced at a single store. As Shopdirect grew to multiple stores across the country, it became apparent that 4site was inadequate for the company's growth and couldn't handle the much-needed back-office operations.

They were unable to ascertain the ROI from stores, the revenue gains and its utilisation, which products were best-sellers and what-sells-with-what. 4site was also unable to provide consolidated group and individual store income statements. The lack of integration between the four stores became a hindrance in reporting and visibility.

As the management admits, the outdated retail IT solution was costing the enterprise severely before they decided to upgrade to iVend Retail.

Solution

iVend Retail provides Shopdirect integrated retail processes and real-time visibility into store operations. After implementation, the retailer has seen a marked increase in operational efficiency.

iVend Dashboards empowers Shopdirect by giving them insight at the group, individual store and product level. The Shopdirect management can now make informed decisions by having access to consolidated P&L reports from the group and branch level, comprehensive merchandise visibility across the retail chain and a better understanding of their customers' buying trends.

Shopdirect imports many products, and many of them have their own barcodes depending on the country of origin. This previously turned out to be a constant challenge for the retail staff to manage multiple kinds of barcodes. iVend Retail's implementation gave the retail staff the ability to create and print barcodes. Shopdirect now have accurate and uniform barcodes, reducing the time spent at the checkout counter.

Business Benefits

Shopdirect, after implementing iVend Retail, can now manage all stores with one single retail solution. iVend Retail has integrated all Shopdirect's retail functions and given real-time visibility for all stores. Merchandise visibility has now increased, which improves Shopdirect's operational processes and enhances their customer engagement vastly.

- Information is replicated automatically across the retail chain and head office.
- The stores can work effortlessly in offline mode
- Faster, convenient check-outs for customers
- Reports and Dashboards provide single view of customer
- Stock-take process has become instantaneous and efficient
- Order management has aided in accurate and timely purchase planning

Partner

STREAD IT describe themselves with the three words 'Strategic, Responsive, and Adaptive'. They are a leading provider of IT solutions, whether the retailer is an SME, a sizeable PLC, local business or an international firm. With offices in Nigeria and UAE, along with a growing footprint in West Africa, STREAD IT provide turnkey solutions for retailers in partnership with iVend Retail.

The implementation process felt like 'it was automated' due to the seamless integration of iVend Retail. There were some solution integration challenges, but Stread IT and iVend Retail support teams were able to overcome all challenges and ensure Shopdirect has a successful implementation.

> **The Shopdirect Management can now make informed decisions by having access to consolidated profit-and-loss reports from the group and branch level.**

Contact Us

America

USA - New York
One Rockefeller Plaza, 11th Floor,
New York NY 10020 USA
T: 1 212 745 1365
F: 1 212 618 6309
E: newyork@citixsys.com

USA - Chicago
The Merc, West Loop, 22nd Floor
30 South Wacker Drive
Chicago, IL 60606 USA
T: 1 312 466 5512
F: 1 312 466 5601
E: chicago@citixsys.com

USA - New Hampshire
1 Tara Boulevard Road, Suite 200,
Nashua, NH 03062 USA
T: 1 347 768 8743
F: 1 646 349 3441
E: newhampshire@citixsys.com

Canada - Toronto
2425 Matheson Blvd. 8th Floor
Mississauga ON L4W 5K4
Canada
T: 1 905 361 2886
F: 1 905 361 6401
E: toronto@citixsys.com

Mexico - Santa Fe
Javier Barros sierra #540 Tower 1
5th Floor Office 5046,
Lomas de Santa Fe,
Del. Alvaro Obregón
Mexico City 01210
T: 52 55 8000 8280
E: mexico@citixsys.com

Mexico - Guadalajara
Av. de las Américas 1545,Esq.
Colonia Providencia,
Guadalajara, Jalisco
Mexico 44630
T: 55 8421 9659
F: 52 33 8000 0057
E: mexico@citixsys.com

Europe

UK - London
Couching House
1 High Street Watlington
Oxfordshire OX49 5PX
United Kingdom
T: 44 149 161 5304
F: 44 207 681 1016
E: london@citixsys.com

UK - London
A2 Yeoman Gate
Yeoman Way Worthing
West Sussex, BN13 3QZ
T: 44 149 161 5607
F: 44 207 681 1016
E: london@citixsys.com

Ireland - Dublin
2nd Floor, Palmerston House
Fenian Street,
Dublin 2
Ireland
T: 353 1 905 8020
F: 353 1 905 8029
E: dublin@citixsys.com

Africa

South Africa - Capetown
The Colosseum, Foyer 3,
First Floor, Century Way
Century City, 7441
T: 27 21 526 0424
F: 27 21 526 0311
E: capetown@citixsys.com

South Africa - Johannesburg
East gate Office Park, Block A,
South Boulevard Road, Bruma,
Johannesburg, 2198
South Africa
T: 27 11 201 2175
F: 27 11 201 2001
E: johannesburg@citixsys.com

Egypt - Cairo
Smart Village
Raya View Building G6
24km Cairo - Alexandria
Desert Road
T: 202 353 17828
F: 202 353 17809
E: cairo@citixsys.com

Kenya - Nairobi
17th Floor, ICEA Buidling
Kenyatta Avenue
P.O. Box 15168-00400
Nairobi, Kenya
T: 254 205 157 015
F: 254 205 157 001
E: nairobi@citixsys.com

Asia

Middle East - Dubai
308, 3rd Floor, EIB 05
Dubai Internet City,
P.O.Box: 502586
Dubai UAE
T: 971 4 431 2139
E: middleeast@citixsys.com

India - New Delhi
A-24/5, MCIE
Mathura Road
New Delhi 110044
India
T: 91 11 4269 6666
F: 91 11 4269 6600
E: newdelhi@citixsys.com

India - Noida
SDF A – 7, NSEZ
Noida Dadri Road
Phase – II, Noida – 201305
Distt. Gautam Budh Nagar (UP)
INDIA
T: 0120 4743777
F: 0120 4743778
E: newdelhi@citixsys.com

South East Asia- Singapore
30 Cecil Street #19-08
Prudential Tower
Singapore 049712
T: 65 63052402
F: 65 63052403
E: sea@citixsys.com

Australia

Australia - Sydney
Tower 2, Level 20, 201 Sussex
Street, Sydney NSW 2000
Australia
T: 61 2 9006 1616
F: 61 2 9006 1515
E: sydney@citixsys.com

Australia - Melbourne
Rialto South Tower, Level 27
525 Collins Street
Melbourne 3000
Australia
T: 61 3 9935 2916
F: 61 3 9935 2750
E: melbourne@citixsys.com