



# iVend Retail and SAP Business One Enhance Store Experience for Specialty Retailer Vitamin Shoppe

## Company

The Vitamin Shoppe

## Industry

Retail – Specialty Store

## Business Challenges

- Lack of Sales promotion engine
- Inadequate stock control, support for multiple locations
- Unavailability of Loyalty program
- No real time data synchronization between in-store operations and head office
- Unable to capture customer information for targeted selling
- Transaction data stored in siloes in absence of integrated retail system

## Solution & Services

iVend Retail and SAP Business One

## Benefits

- Robust promotions engine to boost sales
- Efficient customer service and enhanced customer experience
- Real-time visibility into business operations
- Heightened productivity with no duplication of effort
- Greater ability to upsell and cross-sell
- Elimination of IT integration costs
- Better communication among departments and more synchronized operations

## Location

Panama



["Integrated Store operations with enhanced store experience at Vitamin Shoppe stores with iVend Retail and SAP Business ONE"](#)

## About The Vitamin Shoppe

The Vitamin Shoppe is a 35 year old leading specialty store in nutritional products, including vitamins, minerals, nutritional supplements, herbs, sports nutrition formulas, aromatherapy and much more.

The stores sell a wide range of products from various brands, including patented Vitamin Shoppe brand itself. They have highly trained staff at store to advise customers when they need to finalise their purchase.



## Business Challenge

Vitamin Shoppe have more than 600 outlets in the United States, the retailer recently started their operations in Latin America with two stores in Panama and one store in Costa Rica. To support their aggressive expansion plans in Latin America, Vitamin Shoppe wanted an Omnichannel ready integrated retail management system.

The challenge was to significantly improve in-store functions, implementing a whole range of automation and giving better inventory view and stock control. Retailer's existing system lacked an integrated loyalty program and promotions engine leading to poor engagement and lost sales. Vitamin Shoppe was also looking for interactive support for multiple locations and detailed reporting capabilities.

## Solution

The operational challenges and inefficiencies forced the management at Vitamin Shoppe to look for a retail system that is automated, intuitive, fast and could help reporting and decision making.

Vitamin Shoppe chose iVend Retail and SAP Business One with DreamTech as their implementation partner.

iVend Retail Management Suite provides Vitamin Shoppe real time visibility into store operations with integrated retail processes. iVend Retail was accepted well amongst the team at Vitamin Shoppe. In addition to managing in-store functions, the solution offered comprehensive functionality, covering inventory control, purchase order management, pricing, sales and promotions, customer management and marketing, employee management and reporting.

The store managers at Vitamin Shoppe now have a central view of inventory and can manage prices, promotions, etc. across one or more stores. Vitamin Shoppe now have a real time

inventory status across the entire landscape.

The implementation of iVend Retail was a smooth and effortless process, which resulted in a company-wide user acceptance and satisfaction. The seamless integration to SAP Business One ensures that all financial data & reports are always up to date.

## Business Benefits

Vitamin Shoppe has seen significant improvements in their control over operations in Latin America. Head office has up-to-date access to critical management information and details of transactional data across multiple stores.

Expansion and coordinated set up is no more a challenge and Vitamin Shoppe is happy with the response and support from Dream Tech, their implementation partner who have always promptly responded to the business needs of Vitamin Shoppe.

Other business benefits include:

- Easy-to-use and intuitive solution that is scalable to accommodate future growth and demands
- Increased speed and accuracy in processing transactions
- Improved inter departmental communication and more synchronized operations
- Improved Customer engagement with integrated loyalty
- Promotion features including gift certificates, gift cards, discounts etc.
- Integrated and unified system - fits into their SAP Business One infrastructure
- Improved inventory visibility across stores

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