

Customer Case Study

IN BRIEF

Company

PT Topindo Lucky Sport (TOPGOLF)

Industry

Speciality Retail - Sports

Challenge

- Non-integrated data management
- Inefficient stock monitoring & movement
- Inadequate Customer Information
- Complex & inaccurate data retrieval process

Solution & Services

iVend Retail Management Suite with SAP Business One

Benefits

- Increased employees' overall efficiency by eliminating work duplication on disintegrated processes
- Synchronized data transfers between Stores & enterprise ensured accuracy across Retail chain
- Considerable reduction in stock errors and replenishment planning errors
- Achieved faster order processing

Country

Jakarta, Indonesia

Integrated Store functions for efficient & effective Retail management



TOPGOLF now has Efficient & Integrated Retail operations with iVend Retail and SAP Business One

Customer Case Study



PT Topindo Lucky Sport is a leading retail company dealing in GOLF equipment, accessories & apparel under the brand name TOPGOLF. The store is one of the biggest golf equipment store in Indonesia & they not only sell golf club but also offers club fitting.

TOPGOLF was established in 2007 where they opened their first store in Bellezza Shopping Arcade, PermataHijau, South Jakarta. Expansion soon followed by topening a chain of stores across Jakarta. They also have stores outside Jakarta such as in Bandung, Balikpapan and Banjarmasin. The TOPGOLF Chain has already grown to 16 stores& very soon they will open another store in Bali. Currently TOPGOLF chain of stores is present in Jakarta, Java, Kalimantan & Sumatra.

The company has aggressive plans of expansion this year with the launch of its new business unit "BIKE" which too will run on iVend retail.

Business Challenge

TOPGOLF - As a leading provider of Golf accessories & a wide range of products is a chain that has been continually growing. The company was previously using a home grown legacy system that failed to cater the requirement of uninterrupted inter store connection.

As the number of stores grew they failed to consolidate & update data on a single location that led to constant discrepancy at store level & delays in processing of orders. 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. In addition, the company needed an Integrated solution that facilitates control on their stores & showrooms across geographical locations.

TOPGOLF warehouses leading brands of Golf Equipment like branded golf clubs & also custom order golf clubs, which can be made on order. Housing a Vast range of products running various discounts & promotions across their chain of stores was a complex procedure and their existing system was unable to integrate such capabilities that lead to a constant chaos during discount season.

By using iVend Retail with SAP Business One TOPGOLF could configure their discounts & promotions in the ERP & further to all point of sales across all stores, leading to considerable saving of man hours wasted in manual configuration of discounts. iVend Retail helped TOPGOLF manage & maintain data efficiently at head Office, back office & at store which are not dependent on "always connected" Internet. TOPGOLF now functions efficiently to meet customer expectations to deliver a consistent experience at all Retail touch points.

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

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

"iVend Retail has been able to facilitate the integration of the transactions of starting a store, iVend Enterprise Server to SAP Business One. It has integrated & Synchronized data between the SAP system with iVend Enterprise, Enterprise iVend with Store / shop and store / shop with a store / shop. We have been able to Reduce Errors in Coding & re-entry of data."

Erna,
Finance Head - TOPGOLF
Indonesia

Customer Case Study

The Solution

iVend Retail has considerably helped TOPGOLF in smoothly upgrade to a Retail system that gave accurate, reliable & integrated Data in a very short time span.

Customer now is fully functional on a 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. All of company's 16 stores are connected to the same backend server & iVend's failsafe integration with SAP keeps the Head Office always connected with the store operations across the complete Retail chain.

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.

Management & configuration of discounts & targeted promotions too is managed in SAP Business One, leading to consistency of operation across geographies. Manual configuration of schemes & additional discounts is avoided to save time & maximize profitability.

The implementation of the iVend Retail did not take long and TOPGOLF could smoothly extract their old data without losing it. 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
- ➔ Enhanced data accuracy & synchronized visibility across stores
- ➔ Increased speed and accuracy in processing transactions
- ➔ Increased responsiveness to market demands
- ➔ Supports Discounts & Promotions like gift certificates, gift cards, discounts etc
- ➔ Integrated and unified system - fits into their SAP Business One infrastructure

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