

# Customer Case Study

## IN BRIEF

### Company

---

Desarrollos Culturales Costarricenses Corporation's

### Industry

---

Book Stores

### Business Challenges

---

- ⇒ Non-integrated retail system
- ⇒ Difficulty in setting up promotions & discounts
- ⇒ Inefficient stock monitoring and stock movement
- ⇒ Inadequate customer information

### Solution & Services

---

iVend Retail with SAP Business One

### Benefits

---

- ⇒ Standardized business processes based on industry best practices
- ⇒ Enhanced Inventory Control
- ⇒ Improved customer service
- ⇒ Ease to setup and monitor discounts and promotions
- ⇒ Faster order processing

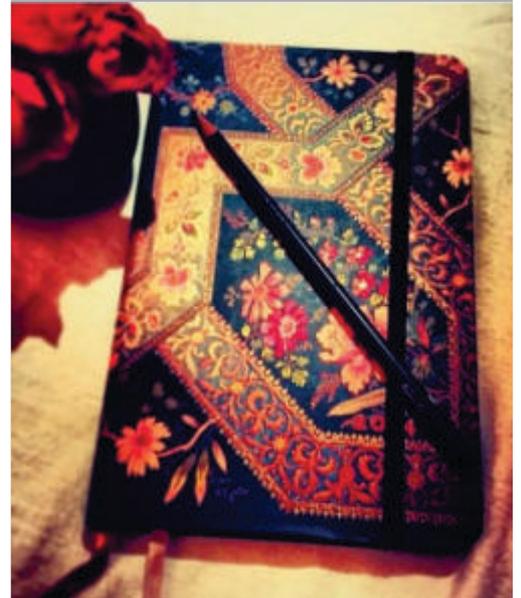
### Country

---

Costa Rica, South America



*Efficient retail process to boost business performance*



*DCC S.A. now has Integrated Retail management operations with iVend Retail and SAP Business One*

# Customer Case Study



*“Yes, we improved importantly the time of attention to customer at the register, we now have more information about the transactions and the promotions are set up quicker, training and induction of new employees is now faster due to the iVend's user-friendly interface”*

*Marco Montoya  
Financial Manager*

## About DCC S.A.

Costa Rican Cultural Development, DCC S.A. is based in San Jose, Costa Rica. Dedicated to the development of culture, the company is one of the leading importer, distributor of books, educational products and fine stationery of Costa Rica and Central America.

As a well-established retailer with over 22 retail stores and supplying across the country, DCC wanted to use the advantage of a strong market position to drive business growth. To achieve this objective, the corporation wanted to maximize sales opportunities from its existing customer base, and to expand into other areas of South & Central America.

## Business Challenge

With the goal of improving productivity, increase inventory visibility across the retail chain and to increase sales from its existing customers, DCC started searching for an Enterprise Class retail system that could integrate their overall retail business functions.

Managing hundreds of inventory items, **DCC** was struggling to effectively control the inventory levels and cope with the fast changing demands of their customers.

Managing retail operations with inventory control and good customer service seemed like a complex task since their retail stores were located in different regions of the country.

DCC was keen to analyze sales and inventory performance in real time. The company's goal was to gather more accurate and timely figures to support decision making.

Their existing legacy system was unable to manage such transaction volumes and was falling short of the expectations.

## The Solution

DCC's legacy point of sale (POS) and back-end applications were hindering the company's attempts to streamline its business processes to access timely and accurate business information.

**iVend Retail Management Suite**, a complete Retail Management Suite seamlessly integrated with SAP Business One was the solution set that addressed all the business expectations of DCC.

DCC chose to implement iVend Retail with SAP Business One as the application of choice for its integrated retail functions having modular approach to address fast business growth.

iVend Retail Management Suite has been a key to successful retail automation of DCC's stores. The application set provides a scalable environment that integrates sales, ordering, inventory, delivery, and financial reporting processes across the organization. The application set enabled head office and store to exercise control over inventory, discounts and promotions while keeping store associates fully informed of all available schemes, promotions and discounts running in-store.



## Business Benefits

iVend Retail Management Suite has helped DCC integrate their retail operations across all 22 stores spread across the country. The solution helps DCC stay connected with collaborative insights to his business operations.

iVend Retail Management Suite delivers up to date visibility of stock across the retail chain extending complete stock visibility across the retail chain.

Some immediate benefits that were observed after deployment of iVend Retail solution include:

- Gain accurate insights on inventory and other relevant information
- Reduction in manual process and administration resulting in higher levels of productivity
- Ability to process all retail transactions faster
- Manage targeted promotions efficiently based on period based discounts, quantitative discounts, mix & match and buy-some-get-some
- Retain customers and manage customer communication effectively



## Contact Us

**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

**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

**Asia Pacific - 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

**Southeast Asia - Singapore**  
 120 Telok Ayer Street,  
 Singapore 068589  
 T: 65 63052402  
 F: 65 63052403  
 E: singapore@citixsys.com

**UK - London**  
 A2 Yeoman Gate, Yeoman Way  
 Worthing, West Sussex, BN13 3QZ  
 United Kingdom  
 T: 44 207 193 5607  
 F: 44 207 681 1016  
 E: london@citixsys.com

**India - New Delhi**  
 A-24/5, MCIE  
 Mathura Road  
 New Delhi 110044  
 India  
 T: 91 11 42696666  
 F: 91 11 42696600  
 E: newdelhi@citixsys.com

**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