

Oscar Jacobson integrated to iVend Retail, and as a result the physical and online stores are seamlessly connected

Company

Oscar Jacobson

Industry

Apparel

Challenges

- Oscar Jacobson's retail solution lacked integration with store' and backend processes and omnichannel capabilities
- The retail solution could not accommodate multiple stores
- Stores were unable to work in offline mode
- Disintegrated retail processes with no backend integration
- Single view of customer information and transactions was not available

Solution & Services

iVend Retail Management Suite

Benefits

- Retailer can manage multiple stores with a unified view of store process
- Intuitive interface has reduced administration costs
- Seamless integration with ERP has reduced manual work
- Accelerated time-to-value with quicker POS transactions
- Improved availability with Single view of stock

Location

Sweden

Partner




"As an own brand retail organisation disruption in the sales process in our flagship stores was one of our biggest fears. We took a lot of time to analyse our needs and finding the right retail solutions for Oscar Jacobson. The decision to migrate to the sophisticated iVend omnichannel Solution together with our implementation partner Retail Store Scandinavia and the iVend team has proven to be a success. The upgrade has been done smoothly to the new system and in a short timeframe."

About Oscar Jacobson

In 2009, Oscar Jacobson began a journey to reclaim its position as the leading Nordic brand for men. The company with its 114 years of expertise in the apparel and menswear has taken several important steps towards this goal.

The company has implemented a successful repositioning and revitalization that has resulted in more stylish and more personal collections, as well as a new and modern store concept, which is now fully landed with the end consumers. The company has had a fine growth and earnings performance in recent years. Oscar Jacobson is growing in all channels both own stores, e-commerce and with retailers in Sweden, the UK and the other Nordic countries.

Oscar Jacobson is now taking the next step with a major focus on the international market with hiring a dedicated export manager. In 2017 Oscar Jacobson will also open new retail stores.

About Retail Store Scandinavia

Retail Store Scandinavia AB originated in Retail and was formed in 2004 together with branch experts to help companies in the retail business on the Scandinavian market with what the Retail business require. Our partner's mission is to increase the profitability in the Retail business on the Nordic market by delivering IT-based products and solutions.



Business Challenge

Oscar Jacobson was previously running on DdD Retail software, the system was not integrated and the stores were functioning in silos.

Oscar Jacobson has expanded with more stores in the last couple of years and the flagship stores are their window to display their complete range on menswear apparel to the end consumer. As the business grows and the store number increased, our customer needed a retail system that can help them deliver the best experience possible in-stores. Additionally they wanted to equip their professional store staff with the information they need at any time with a pertinent need to minimize the manual work both in stores and at the head office.

The Solution

iVend Retail was one of many systems that were evaluated during the process to find the best solutions for Oscar Jacobson today and going forward. The only system that met our high demands without a lot of development was iVend Retail. Our main reasons for choosing iVend Retail are the flexible setup with offline POS and a synchronization to the central enterprise server, easily design the POS, receipt and report layouts, the open API for integration to our ERP system Microsoft Dynamics AX and also the possibility to connect our stores to the online store to create a seamless OMNI experience and the same service both in physical store and online.

Oscar Jacobson has greatly benefitted with iVend Retail's availability across stores and its performance with retail peripherals such as opos driver's hardware (printer, msr, scanner, Cash drawer) making POS transactions easy and fast.

Business Benefits

With iVend Retail, Oscar Jacobson now have a tight connection between their ERP system and the stores that minimizes all manual work and provides all departments of the organization with the business information they require to both keep track of daily sales, deliveries and stock levels. iVend Retail provides a real-time view of inventory at store and the customer data.

Oscar Jacobson also has the same integrations to iVend Retail as well as the platform running their online store as a result the physical and online stores are seamlessly connected. With these connections, Oscar Jacobson plans to start with their OMNI and loyalty projects and also provide the same price and product information across all platforms. Another benefit is to have the same system in all countries we currently have stores in and also for expanding to new markets.

"iVend Retail has helped us with an intuitive and interactive interface which will reduce administration with deliveries, book keeping and also the overall checkout process in the stores. Our business is growing and with iVend Retail our staff can spend more time on the shop floor to provide improved service to our customers, resulting in higher customer satisfaction and a better overall experience for our customers."

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