

## IN BRIEF

Company

Milano Impex Pvt. Ltd.

Industry

Footwear Retail

Challenges

- Management of inventory and consolidated view of existing stock was unavailable
- Inefficient stock monitoring and movement
- Implementation of discounts & promotions was impossible due to inadequate information
- Complex and inaccurate sales & invoicing process
- Unmanageable data consolidation

Solution & Services

- iVend Retail Management Suite with SAP Business One

Benefits

- Unified view of inventory at POS helped in Rapid stock turnaround
- Overall employee efficiency increased due to availability of integrated data at store and Head Office
- Synchronized data transfers between Stores and Enterprise ensured operational accuracy across Retail chain
- Reduced shrinkage due to operational transparency
- Considerable reduction in invoicing & stock-take errors and replenishment planning errors
- Achieved faster order processing

Country

Chandigarh, India

**LOUIS  
ALBERTI®**

*Integrated Store  
functions for  
efficient & effective  
Retail  
management*



*“With iVend Retail we have a modern, secure, fast and scalable solution with integrated inventory management, promotions management and much more. The implementation process and the post implementation support from CitiXsys and the implementation partner, Merino has been excellent. A professional team of consultants and subject matter experts really understood our business and helped us in further improving our business efficiencies.”*

*Prem Kumar  
CEO, Milano Impex Pvt. Ltd.*

# Customer Case Study

LOUIS ALBERTI®



*“As an upcoming Retail Brand in Footwear we had a lot of data spread across systems and all departments were not working as a single cohesive unit. Over a period the application landscape became increasingly inefficient and time consuming. iVend Retail is an ideal product that helped us integrate our Retail operations from warehouse to stores in a single application with seamless integration with SAP Business One.”*

*Prem Kumar  
CEO, Milano Impex Pvt. Ltd.*

## About Milano Impex Pvt. Ltd.

**Milano Impex Pvt. Ltd** owns two brands EGLE & LOUIS ALBERTI and has been successfully selling them in the Indian market. Post carving a niche in European market, Milano Impex Pvt Ltd introduced brand EGLE in India in 2003 followed by introduction of LOUIS ALBERTI.

Milano Impex initially followed the dealer & distributor business model which contributed to a major chunk of their revenue. Company had presence in the domestic market with the help of their dealers. Hence to set its footprints in the Arena of high street retail, company ventured to set up their first Retail outlet at Chandigarh, India.

After achieving considerable success in their maiden Retail venture, company looks forward to expand and shall soon open stores in different parts of India.

## Business Challenge

Milano Impex Pvt. Ltd., a fast-growing brand name in high-end casual and formal footwear, appointed Merino, a CitiXsys partner to implement iVend Retail Management Suite with SAP Business One.

Milano began implementing at stores that gave the company limited visibility and reporting of in-store stock and warehouse. With ambitious plans to grow the business, Milano chose iVend Retail Management Suite to manage their Retail operations with SAP Business One as backend ERP. The need was to have a system that could manage a fast growing business and be easy to use & maintain with limited IT resources.

The challenges that prompted management to invest in Retail system included non-integrated and scattered data spread over Store, warehouse and head office. They did not have an integration into ERP connecting retail data. As a result Milano could never effectively manage inventories.

Man hours spent in locating inventories and compiling sales data reduced operational efficiency. Above all ascertaining pilferage was a impossible task since data was stored in different locations leading to perpetual discrepancy in stocks level.

Another motivation to setup an exclusive high street retail store was to create a brand image for their exclusive footwear range EGLE and LOUIS ALBERTI.

Company wanted to take advantage of the latest retail technology in order to offer its customers the most efficient and streamlined buying experience, with a focus on fast, effective, and efficient service to each customer. Also they needed an integrated solution that facilitates control on their stores and warehouses.

## The Solution

Milano required a robust, easy to use, integrated retail solution and iVend Retail helped them achieve what they desired.

**iVend Retail** helped Milano to effortlessly adopt a Retail system that gives accurate, reliable & integrated data as required. Milano stores today leverage every customer touch point and connect the entire retail store operations with a goal of knowing, engaging with, and serving their customers better.

SAP Business One server and iVend's failsafe integration keeps the Head Office always connected to the Store operations across the complete Retail chain.

Store employees can check stock position simultaneously while conducting sales transactions. Confirmed sales orders are sent to the backend ERP for further processing. Entire database of the store gets synchronized to the Head office server enabling data access across the system.

iVend Retail has simplified the Day end procedures with easy reporting reducing the error in MIS reporting. It has enabled management to gain clear view over sales and stock positions all times, assisting in accurate and quicker decision making.

Milano Impex stores are able to earn an advantage to build better relationships, engage with their customers and elevate their sales profitability to new levels.

Configuration & management of discounts and targeted promotions is easy to manage in iVend Retail with consistency of operation maintained across the chain. Manual configuration of schemes and additional discounts is avoided to save time and maximize profitability.

iVend Retail management system has been appreciated for its user-friendliness and the product has a great user adoption.

## Business Benefits

The key to maximizing profits in the Footwear retail industry is to aim for the highest level of optimized business solutions and customer satisfaction. iVend Retail has proven to increase stock accuracy up to 99%, which has led to a sales increase of 5 - 25% averting excess stock and stock out conditions.

- Easy-to-use solution that is scalable to accommodate future growth and demands
- Enhanced inventory accuracy and synchronized visibility across stores
- Increased speed and accuracy in processing transactions
- Supports Discounts and Promotions like gift certificates, gift cards, discounts etc.
- Integrated and unified system seamlessly integrates into their SAP Business One infrastructure

# LOUIS ALBERTI®

## 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