



# Al Ghoneim can now make informed decisions with comprehensive merchandise visibility across the retail chain

## Company

Al Ghoneim

## Industry

Retail – Supermarket chain, Perfumes & Cosmetics

## Challenges

- Al Ghoneim's retail solution lacked integration with back-office processes
- The retail solution could not accommodate multiple stores
- Stores could not work offline leading to inefficient reporting
- Lack of promotions engine and issues in applying discounts
- Disintegrated retail processes with no backend integration

## Solution & Services

iVend Retail, iVend Mobile POS

## Benefits

- Retailer can manage multiple stores with a unified view of store process
- Store-wise analysis of merchandise, sales etc. available on demand
- Seamless integration with SAP Business One for automated financial entries
- Comprehensive promotions engine with the ability to apply discounts
- Increased security and loss prevention with reduced pilferage

## Location

Saudi Arabia

## Partner



**“As a retail organisation, disruption was our biggest fear. Hence we took time before taking a decision to migrate to far more sophisticated omnichannel solution – iVend Retail. Our implementation partner Seidor and iVend team helped us upgrade smoothly to the new system. We are confident of having a long term relationship with iVend Retail.”**

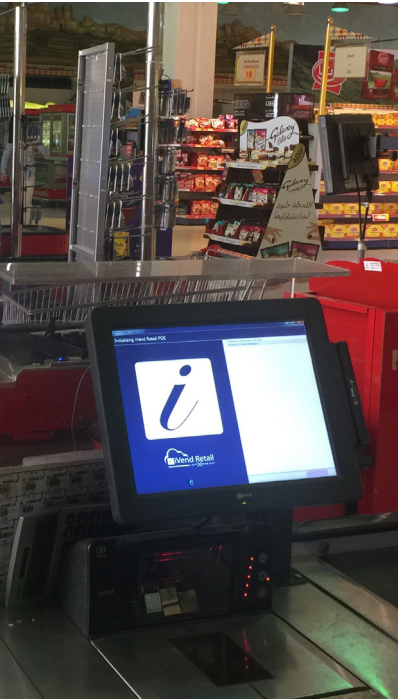
**Mohamed Fathy  
Manager Finance - Al Ghoneim Company Ltd.**

## About Al Ghoneim

Al Ghoneim limited is a leading company in Saudi Arabia, specialized in establishing and management of large super markets. Inaugurated in 1989, Al Ghoneim is the oldest super market store especially in Khamis mushayt and Abha. Characterized by credibility, price and quality Al Ghoneim always strive for complete customer satisfaction. The company owns a chain of large super market stores, a general warehouse and has other lines of businesses like perfume stores, flower shop and gift wrapping, in addition to kids fun city.

## About Seidor MENA

Seidor have more than 30 years of experience in providing cutting edge technology solutions. Their main goal is providing technological and strategic solutions to their customers for addressing their business process needs. They have partnered with CitiXsys – iVend Retail to provide bespoke solutions for retailers looking for integrated retail solutions.



## Business Challenge

Before implementing iVend Retail, Al Ghoneim were using a POS solution from Oracle. As Al Ghoneim grew to open multiple stores across the country, their existing system was unable to manage the growing number of POS terminals due to lack of back office integration and inability to work in offline mode.

Absence of inbuilt promotions engine and inability to apply discounts lowered repeat sales for Al Ghoneim. Accounting / billing errors lead to loss of inventory and poor POS and cashier performance. Generation of automated financial entries was not a feature of the exiting POS software could not be integrated with SAP Business One forcing Al Ghoneim to re-evaluate their existing retail solution.



## The Solution

iVend Retail with SAP Business One provides Al Ghoneim integrated retail processes with automated generation of financial entries and reports. After implementation, the retailer has seen a marked increase in POS & cashier efficiency with advanced loss prevention.

iVend Reporting empowers Al Ghoneim by giving them insight to data at the group, individual store and product level. The Al Ghoneim management can now make informed decisions by having access to consolidated P&L reports from the group and branch level, comprehensive merchandise visibility across the retail chain and a better understanding of their customers' buying trends.

Al Ghoneim has been immensely benefitted with iVend Retail's integration with opos driver's hardware (printer, msr, scanner, Cash drawer) in addition to the integration with digital persona device (finger print scan) for login and management authorization.

iVend promotion engine allowed Al Ghoneim to enable a wide range of promotion types and run common promotions across all channels supporting a seamless brand experience.

## Business Benefits

Al Ghoneim, after implementing iVend Retail, can now manage all stores with one single retail solution. iVend Retail has integrated all Al Ghoneim's retail functions and given real-time visibility across all stores. Loss of inventory due to accounting / billing errors has been efficiently tackled resulting in improved POS and cashier performance.

### Additional Benefits

- Information is replicated automatically across the retail chain and head office.
- The stores can work seamlessly in offline mode
- Reports and Analytics provide single view of customer & stock
- Automated financial entries with seamless integration of SAP Business One
- Order management has aided in accurate and timely purchase planning

# Contact Us

## America

### 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](mailto:newyork@citixsys.com)**

### USA - New Hampshire

1 Tara Boulevard Road, Suite 200,  
Nashua, NH 03062 USA

**T: 1 347 768 8743**

**F: 1 646 349 3441**

**E: [newhampshire@citixsys.com](mailto:newhampshire@citixsys.com)**

### Canada - Toronto

2425 Matheson Blvd. 8th Floor  
Mississauga ON L4W 5K4  
Canada

**T: 1 905 361 2886**

**F: 1 905 361 6401**

**E: [toronto@citixsys.com](mailto:toronto@citixsys.com)**

### Mexico - Santa Fe

Javier Barros sierra #540 Tower 1  
5th Floor Office 5046,  
Lomas de Santa Fe,  
Del. Alvaro Obregón  
Mexico City 01210

**T: 52 55 8000 8280**

**E: [mexico@citixsys.com](mailto:mexico@citixsys.com)**

## Europe

### UK - London

Office 45, Couching House  
1 High Street Watlington  
Oxfordshire OX49 5PX  
United Kingdom

**T: 44 149 161 5309**

**F: 44 207 681 1016**

**E: [london@citixsys.com](mailto:london@citixsys.com)**

### UK - London

A2 Yeoman Gate  
Yeoman Way Worthing  
West Sussex, BN13 3QZ

**T: 44 149 161 5309**

**F: 44 207 681 1016**

**E: [london@citixsys.com](mailto:london@citixsys.com)**

### Ireland - Dublin

2nd Floor, Palmerston House  
Fenian Street,  
Dublin 2  
Ireland

**T: 353 1 905 8020**

**F: 353 1 905 8029**

**E: [dublin@citixsys.com](mailto:dublin@citixsys.com)**

## Africa

### South Africa - Centurion

Southdowns Ridge Office Park  
Cnr John Vorster Avenue &  
Nelmapius Road Irene,  
Centurion South Africa

**T: +27 (0)12 003 3300**

**F: +27 (0)86 512 3803**

**E: [johannesburg@citixsys.com](mailto:johannesburg@citixsys.com)**

### Egypt - Cairo

Smart Village  
Raya View Building G6  
24km Cairo - Alexandria  
Desert Road

**T: 202 353 17828**

**F: 202 353 17809**

**E: [cairo@citixsys.com](mailto:cairo@citixsys.com)**

### Kenya - Nairobi

17th Floor, ICEA Buidling  
Kenyatta Avenue  
P.O. Box 15168-00400  
Nairobi, Kenya

**T: 254 205 157 015**

**F: 254 205 157 001**

**E: [nairobi@citixsys.com](mailto:nairobi@citixsys.com)**

## Asia

### 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](mailto:middleeast@citixsys.com)**

### India - New Delhi

A-24/5, MCIE  
Mathura Road  
New Delhi 110044  
India

**T: 91 11 4269 6666**

**F: 91 11 4269 6600**

**E: [newdelhi@citixsys.com](mailto:newdelhi@citixsys.com)**

### India - Noida

SDF A - 7, NSEZ  
Noida Dadri Road  
Phase - II, Noida - 201305  
Distt. Gautam Budh Nagar (UP)  
India

**T: 0120 4743777**

**F: 0120 4743778**

**E: [newdelhi@citixsys.com](mailto:newdelhi@citixsys.com)**

## Australia

### Australia - 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](mailto:sydney@citixsys.com)**

### Australia - Melbourne

Rialto South Tower, Level 27  
525 Collins Street  
Melbourne 3000  
Australia

**T: 61 3 9935 2916**

**F: 61 3 9935 2750**

**E: [melbourne@citixsys.com](mailto:melbourne@citixsys.com)**

