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Company

De Vrina

Industry

Footwear

Challenges

- Non-integrated retail operations
- Lack of clear and consolidated inventory view across stores
- Manual preparation of monthly sales and inventory reports
- Manual replenishment and reorder processes leading to frequent stock-outs

Solution & Services

iVend Retail with SAP Business One

Benefits

- Clear view into retail operations for effective loss control
- Unified view of inventory at POS resulting in improved stock turnaround
- Synchronised data transfers between stores and enterprise for operational accuracy
- Faster order processing

Location

NSW, Australia



“The integration of iVend Retail with SAP Business One has streamlined many business processes that were previously lengthy, manual and cumbersome. Vast improvements in Inventory management and purchasing were achieved by the implementation of iVend Retail with SAP Business One. Our Loyalty program has greatly improved the client relationship and the ease-of-use has resulted in great staff satisfaction.”

Helena Du
De Vrina | Australia

About De Vrina

De Vrina specialises in affordable, quality wedding and formal shoes. The company has been focused on design, wholesale and retail distribution of ladies shoes and handbags since 2000. They are known for sourcing the best products and are appreciated for price and quality.

Business Challenge

De Vrina, a fast-growing brand name in high-end wedding and formal footwear, appointed CitiXsys to implement iVend Retail Management Suite with SAP Business One. One of the biggest challenges was a limited visibility and inadequate reporting of in-store and warehouse stock.

With ambitious plans to grow their business, De Vrina chose iVend Retail Management Suite to manage their retail operations with SAP Business One as a backend ERP. The system was required to manage a fast growing business and be easy to use and maintain with limited IT resources.

The other challenge that prompted management to invest in a new Retail system included non-integrated and scattered data spread over store, warehouse and head office. There was no integration into their ERP system connecting retail data. As a result, De Vrina could never effectively manage their inventories. Man-hours were spent in locating inventories and compiling sales data, which reduced operational efficiency.

In order to offer their customers the most efficient and streamlined buying experience, De Vrina wanted to take advantage of the latest retail technology. They also required an integrated solution that would facilitate control of their stores and warehouse.

The Solution

De Vrina was looking for a robust, easy to use, integrated retail solution and iVend Retail with SAP Business One proved to be just that. iVend Retail helped De Vrina adopt a retail system that provides accurate, reliable & integrated data as and when required. SAP Business One 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 while conducting sales

transactions. Confirmed sales orders are sent to the backend ERP for further processing. Entire database of the store gets synchronised to the Head office server, enabling data access across the system.

iVend Retail has simplified the day-end procedures, providing easy reporting functions and reducing the errors. It has enabled management to gain clear view over sales and stock positions at all times, assisting in accurate and quicker decision making. iVend has helped them avoid manual configuration of schemes and additional discounts saving their time and maximising profitability. The ease-of-use has resulted in great user adoption and staff satisfaction.

Business Benefits

The key to maximising profits in the Footwear retail industry is to aim for the highest level of optimised business solution and customer satisfaction. iVend Retail with SAP Business One 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.

Additional benefits of the system:

- Integration of stores helped in generation of transparent view of sales, purchases and stock data across different locations
- Critical inventory and sales data is now accessible in real-time across all stores
- Store sales reports can be now easily processed daily, weekly or monthly
- Sales, discount and promotions are set up quickly and efficiently
- Promotions and price discount settings have reduced manual entries at the POS level

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

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

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

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

Johannesburg - South Africa
East gate Office Park, Block A,
South Boulevard Road, Bruma,
Johannesburg, 2198
South Africa
T: 27 11 201 2175
F: 27 11 201 2001
E: johannesburg@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

South East Asia- Singapore
30 Cecil Street #19-08
Prudential Tower
Singapore 049712
T: 65 63052402
F: 65 63052403
E: singapore@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

Panama - Panama City
World Trade Center, 53rd Street,
Marbella, 1st Floor, Commercial Area,
Panama City, P.O. Box 0832-0588
T: 1 630 359 5956
F: 1 646 349 3441
E: panama@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

Cairo - Egypt
Smart Village
Raya View Building G6
24km Cairo - Alexandria
Desert Road
T: 202 353 17828
F: 202 353 17809
E: cairo@citixsys.com

Nairobi - Kenya
17th Floor, ICEA Building
Kenyatta Avenue
P.O. Box 15168-00400
Nairobi, Kenya
T: 254 205 157 015
F: 254 205 157 001
E: nairobi@citixsys.com

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

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

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

UK - London
Office 45, Couching House
1 High Street Watlington,
Oxfordshire OX49 5PX
United Kingdom
T: 44 149 161 5304
F: 44 207 681 1016
E: london@citixsys.com

Capetown - South Africa
The colosseum, Floyer 3,
First floor, Century Way
Century City, 7441
T: 27 21 526 0424
F: 27 21 526 0311
E: capetown@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

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

