



El Duende Delivers Omnichannel Excellence with iVend Retail

Industry: Video Games & Consumer Electronics

Region: Latin America

Solution: iVend POS, iVend Loyalty, iVend eCommerce, iVend mPOS

Goals: Implement an Omnichannel strategy to optimize their offer, and ensure the right products are in the right stores, at the right price and right time.

Obstacles: Powered by a homegrown POS, El Duende lacked realtime inventory and sales visibility. They also encountered numerous invoice and inventory inexactitudes, requiring a full time employee dedicated to maintaining systems and keeping records up to date.

Results: El Duende achieved a 99.9% data accuracy rate and incorporated iVend Retail solutions to deliver on customer expectations.



Since 1986, El Duende has been the leading entertainment technology retailer in Guatemala, selling video games, toys, music, books and high-end consumer electronics.

Challenges

- Limited functionality in homegrown POS
- Desire for Omnichannel retail management solution
- Needed a solution that integrated stores to eCommerce
- No integration to SAP Business One ERP
- Lacked visibility into real-time inventory and sales data
- Slow to process pricing adjustments and lost sales
- Required a full time employee to manage retail systems

Benefits

- A modern retail ecosystem that will continue to grow alongside industry innovations
- ERP integration with SAP Business One
- Better data visibility with fewer invoice errors
- Improved customer experience
- Ability to react faster with promotions and offers
- Increased sales and foot traffic
- Robust Omnichannel capabilities with sales integration across channels
- Integrated Loyalty, Promotions, Inventory, eCommerce and BOPIS functionality



Meeting the needs of customers today depends on the Omnichannel business model, and iVend Retail provides the tools to help us achieve our goals and has already given us a big competitive advantage.

- Fernando Aguilar, Owner, El Duende



An Integrated Retail Ecosystem



Upon implementing SAP Business One, El Duende continued to be limited by their homegrown POS. Lacking integration capabilities, they couldn't even upgrade SAP versions to reap the benefits of their purchased software. Ultimately, El Duende initiated a policy to have all systems be compatible with SAP and began the search for a retail management solution that would support their vision to provide a true Omnichannel experience to their customers.

After selecting iVend Retail to connect their retail ecosystem, they achieved a 99.98% data accuracy rate and eliminated manual invoices, resulting in little to no maintenance and more time to focus on growing the business.



99.98%
Data Accuracy



2%+
Gross Margin
Improvement



Ability To Fulfill Orders
Quickly and Accurately
In-store & Online

Enhanced Customer Loyalty & Promotions

The implementation of iVend Loyalty with 2,000 digital members had a direct impact on sales, by allowing customers to earn and redeem loyalty points in any channel. Integrated with iVend POS, El Duende also gained the ability to offer more targeted and timely promotions.

El Duende can now react more quickly with promotions and respond better to time sensitive releases, such as for PlayStation games and consoles. If they see a competitor offering a deal on a weekend, rather than wait 24 hours for technical personnel to apply new pricing across stores, the owner can instantly issue price adjustments across any selected stores remotely from his mobile device and send customers notifications about the promotion.



10%

Sales Increase from
Loyalty & Promotions



2000

Digital Loyalty
Program Members

The Ultimate Omnichannel Experience

El Duende aimed to support customers along various paths to purchase – whether they prefer to review a product online and checking location-specific inventory prior to shopping or first visit the store to listen to or feel a product and then then to purchase it online later.

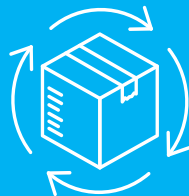
El Duende recognized that the Omnichannel capabilities, single stock pool, and real-time view of customers, inventory and sales in iVend Retail would uniquely position them to covert more sales from a variety of channels.

Data visibly helps them to identify in real-time, best selling stock and merchandise more accurately. Ensure the right level of the stock at a given store, reduce mark downs and costs of transferring stock to other stores, and extend access to real-time inventory and product data to their customers.



5%

Sales Increase from
Buy Online Pickup
In-Store (BOPIS)



4%

Savings in Inventory
Costs from Single Pool
of Inventory



20%

Increase in Store Traffic
by Enabling Better
Merchandising

Optimize your Omnichannel Strategy with iVend Retail

Health Check

Take our free Retail Health Assessment to identify key issues in your retail systems



- Are areas of your business exposed?
- Are you part of the new retail age?
- Are you equipped to meet the demands of your customers?

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iVend Retail by CitiXsys is the omnichannel retail management solution for the way retailers work today. It delivers a fully integrated solution designed to enable change, not just built to last. iVend Retail innovates retail technology, providing a technically superior solution and offering open APIs which can be integrated broadly with leading ERPs and customer-facing applications.

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