

# CASE STUDY

## Bose Corporation

***BOSE***®





# Bose Corporation

Bose Corporation, an American privately held corporation, was founded in 1964 by then Massachusetts Institute of Technology professor, Dr. Amar G. Bose. Since then, Bose innovations have spanned decades and industries, creating and transforming categories in audio and beyond.

Bose Corporation established itself by introducing the 901® Direct/Reflecting® speaker system in 1968. With this introduction, Bose achieved international acclaim by setting a new industry standard for lifelike sound reproduction. The list of major technologies emerging from Bose continues to grow. Bose is best known for its home audio systems and speakers, noise cancelling headphones, professional audio systems and automobile sound systems. The company has also conducted research into suspension technologies for cars and heavy-duty trucks.

Bose was honoured with the Beryllium Lifetime Achievement award, Association of Loudspeaker Manufacturing & Acoustics International, 2014. Today, Bose has operations in the United States, Europe, Canada, Australia, Asia and South America, with 10,500+ employees world-wide.

“It has continued to be an excellent journey with ETP. They not just took care of our retail pain points but also gave us a lot of value additions like reporting, analytics and more, so we can have accurate and timely data for analysis and take decisions basis that. We are a part of the retail industry and we aim to deliver the highest customer experience. ETP has been a partner with us in delivering that excellent experience to our customers.” says the Finance Manager, Bose Corporation, India and ME.

He further elaborates, “Our store staff is really happy these days. Today, a customer who walks in to the store and decides on a product can make the payment and take the product with the invoice in less than 5 minutes. That has been the fantastic experience thanks to ETP. We were so impressed with the solution they provided for Bose India, it was a natural progression for us to extend it to our Middle-East operations and it has been a success there as well. They have helped us provide excellent customer service and are definitely the preferred partners in our growth story.”

Customer Facts	Key Store Statistics
Number of stores: 45+ stores	Store size (average): 100-200 sqm
Business segments: High-end Speciality Electronics	SKU's (average): 200-250 units
Retail formats: Company owned stores	No. of sales tickets (average): 4,000+ per month
Locations: India and UAE	



# ETP V5 Solution

*ETP V5 Omni-channel Retail Solutions implemented at Bose Corporation  
include ETP Store, ETP Accelerator, ETP Enterprise Application Server (EAS) and ETP Integrator*



## Business Needs:

- Customer master maintenance with customer account management
- Track customer buying history
- Store level sales with order management flow
- Store level cash management , X-Read, day end process
- Stock management at store including stock take
- Banking transactions for cash deposits and credit card reconciliation
- Walk-in capturing
- Standard reporting
- Petty cash management
- Integration with backend ERP
- Promotions management using ETP Accelerator



## Business Benefits:

- Quick billing with product lookup and integration with varied loyalty programs
- Complete stock and cash management with auto replication to central server
- Increased customer satisfaction with easy customer creation and search with hassle-free sales returns and gift voucher management
- Centrally controlled multidimensional promotions with timely analysis based on customer response
- Automated and time-based marketing campaigns with graphical dashboard for instant information access
- Customer buying data to guide purchasing and marketing as well as to improve service efforts



## Project Objective:

- Improve customer service levels with enhanced POS solution integrated with enterprise CRM
- Complete control over all retail operations including back office management
- Comprehensive promotions capability with centrally controlled deployment

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Every year, 70,000 retail associates use ETP to serve 200,000,000 consumers, selling USD 18,000,000,000 of merchandise. More than 300 brands in over 22 countries, across 10 time-zones, in 200+ cities, at 35,000+ stores, run on ETP.



We are present in: Bandung, Bangkok, Bengaluru, Delhi, Dubai, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Singapore

Founded in 1988, ETP is Asia's leading Omni-channel Retail Solutions company headquartered in Singapore, serving market leaders in more than 22 countries across Asia Pacific, India and the Middle East. ETP's enterprise class, omni-channel solutions include omni-channel POS, Mobility, CRM, Marketing and Promotion Campaigns, Supply Chain Management, Omni-channel Analytics and Omni-channel Connect. ETP has successfully executed over 500 enterprise software projects across 35,000+ stores for 300+ brands. ETP's unique value proposition is its ability to create and deliver innovative products and implement them successfully with domain expertise delivered by hundreds of consultants embodying ETP's best practices. ETP helps its customers get it right in omni-channel retail.

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