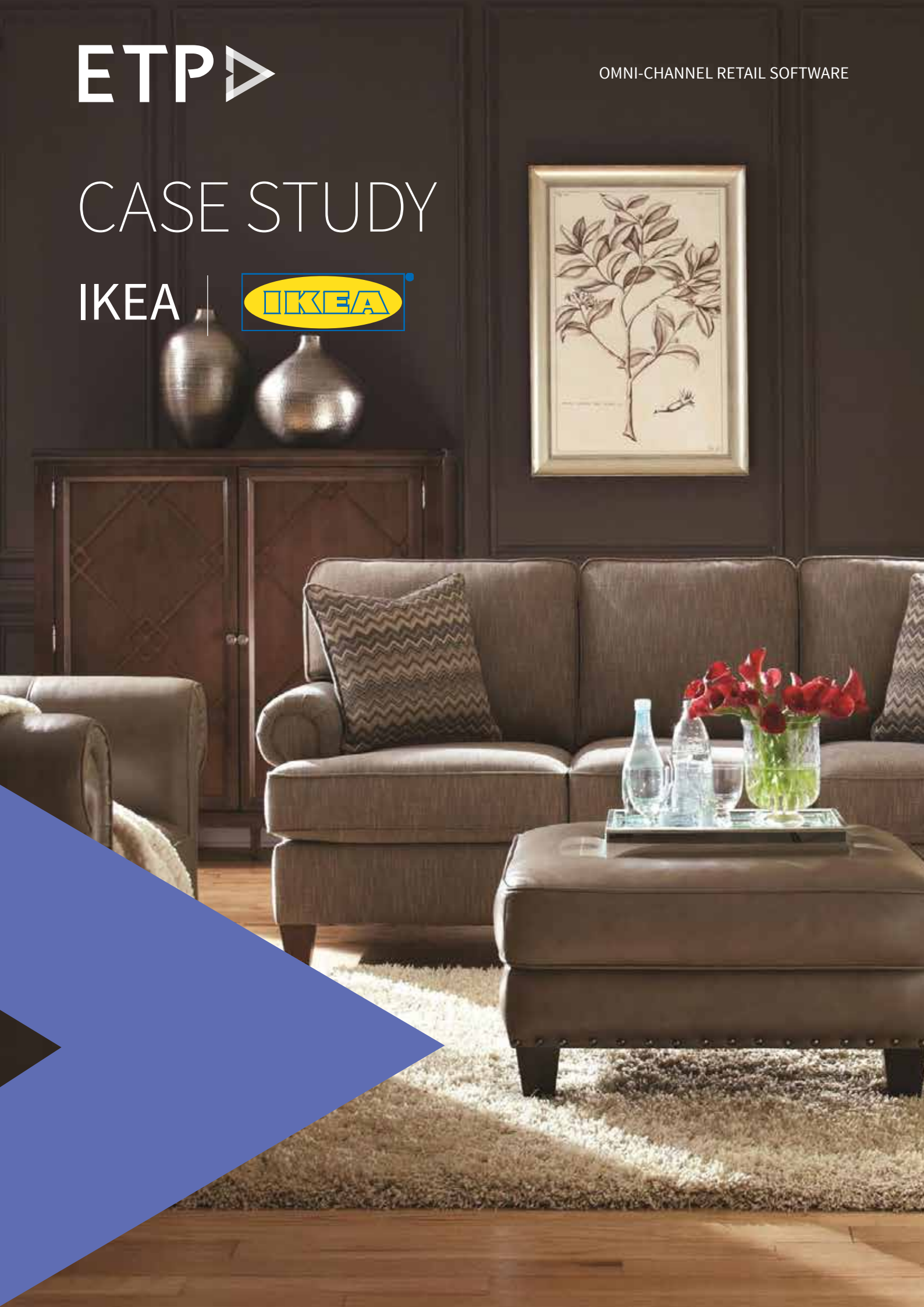


ETP ▶

OMNI-CHANNEL RETAIL SOFTWARE

CASE STUDY

IKEA | 





IKEA

The IKEA Group designs and sells well designed, functional, affordable and high quality home ready-to-assemble furniture (such as beds, chairs and desks), appliances, small motor vehicles and home accessories. It is the world's largest furniture retailer. Founded in Sweden in 1943 by then-17-year-old Ingvar Kamprad, the company's name is an acronym that consists of the initials of Ingvar Kamprad, Elmtaryd (the farm where he grew up), and Agunnaryd (his hometown in Småland, south Sweden). The company is known for its modern architectural designs for various types of appliances and furniture, and its interior design work is often associated with an eco-friendly simplicity. In addition, the firm is known for its attention to cost control, operational details, and continuous product development.

The IKEA group has a complex corporate structure and is controlled by several foundations based in the Netherlands, Luxembourg and Liechtenstein. As of August 2015, IKEA owns and operates 373 stores in 47 countries. In fiscal year 2010, US\$23.1 billion worth of goods were sold, a total that represented a 7.7 percent increase over 2009. The IKEA website contains about 12,000 products and is the closest representation of the entire IKEA range.

The IKEA Group had 716 million store visits during the FY14 and more than 1.5 billion online visits. The company is responsible for approximately 1% of world commercial-product wood consumption, making it one of the largest users of wood in the retail sector. The IKEA group expanded its retail operations to Hong Kong in 1975.

Dairy Farm International Holdings Limited, an Asian retail company with its legal base in Bermuda is the franchisee of IKEA in Hong Kong. It is a major pan-Asian retailer involved in the processing and wholesaling of food and personal hygiene products in the Pacific region and in China. As of 30th June 2015, the Group and its associates and joint ventures operated over 6,400 outlets and employed over 170,000 people. It had total annual sales in 2014 exceeding US\$13 billion. The Group operates supermarkets, hypermarkets, convenience stores, health and beauty stores and home furnishings stores under well-known brands.

Customer Facts

Number of stores: 3 stores

Business segments: Home Furnishing

Retail formats: Hypermarket

Locations: Hong Kong

Key Store Statistics

Store size (average): 6,000 – 10,000 sqm

SKU's (average): 20,000 units

No. of sales tickets (average): 17,500 per day



ETP V5 Solution

ETP V5 Omni-channel Retail Solutions implemented at IKEA



Business Needs:

- Integrated process for cash and carry and home delivery customer service
- Online and offline process management with stock reservation
- Centralized promotions development, management and control
- Seamless process integration from the store to the backend M3 ERP system



Project Objective:

- Scalability and stability to manage transaction-heavy processes usually expected at IKEA stores
- Accurate data accrual and dissemination across all operations
- Technology partner who has in-depth domain knowledge and applies dynamic fixes and modifications
- System integration across the globe with seamless operations through different divisions, currencies and time-zones



Business Benefits:

- Single checkout counter for customer ordering and payment with multi-currency and multi-lingual support
- Comprehensive promotions developed, executed and modified centrally - improving customer service
- Complete integration to drive replenishment using actual sales information
- Automated replication scheduler to replicate data multiple times per day and support incremental replication of large sales bill volume
- Introducing CRM best practices in the enterprise-wide system and mapping multiple KPI requirements
- Simple user-interface for quick training and minimizing operational complexities

**Complete
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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.

For more information, email: info@etpgroup.com