

CASE STUDY

MAP: CRM Solution for Starbucks

MAP
Mitra Adiperkasa





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Incorporated in 1995, PT. Mitra Adiperkasa Tbk (MAP) has achieved phenomenal growth over the years culminating in its IPO in November 2004. Today, MAP is the leading lifestyle retailer in Indonesia. Some of its iconic brands include Starbucks, Marks & Spencer, SOGO, SEIBU, Debenhams, Oshkosh B' Gosh, Reebok among many others. Listed on

the Indonesia Stock Exchange, with over 23,000 employees, MAP has won the Most Powerful and Valuable Company Award 2014 (Retail) – Warta Ekonomi (Indonesia). MAP was voted Fortune Indonesia's Most Admired Companies (Top 20) in 2012 and Forbes Indonesia's Top 40 Companies in 2011.

ABOUT STARBUCKS

TAKING ITS NAME FROM A CHARACTER IN HERMAN MELVILLE'S CLASSIC, MOBY DICK, **STARBUCKS** HAS GROWN FROM ITS HUMBLE BEGINNINGS (A SINGLE LOCATION IN SEATTLE) TO BE THE WORLD'S LARGEST COFFEEHOUSE

FAVOURITE BEVERAGE

- Espresso Macchiato: 50% Espresso, 50% Milk Foam
- Caffe Latte: 20% Decaf, 60% Steamed Milk, 20% Espresso
- Flat White: 50% Milk, 50% Espresso
- Cappuccino: 34% Milk Foam, 33% Steamed Milk, 33% Espresso
- Espresso: 100% Espresso

SIZE OF THE CUP

- Tall: 12OZ
- Grande: 24OZ
- Trente: 31OZ

An Illustrated History

- 1971: We start by selling coffee beans in Seattle's Pike Place Market.
- 1987: We add handcrafted espresso beverages to the menu.
- 1992: We become a publicly traded company.
- 2011: We mark 40 years and begin the next chapter in our history.

image courtesy: Starbucks

Customer Facts	Key Store Statistics
Number of stores: 200+ stores	Store size: Varied
Business segments: Premium Food and Beverages	SKU's (average): Over 1 million
Retail formats: Stand-alone stores	No. of sales tickets (average): 250,000+ per month
Locations: Indonesia	



ETP V5 Solution

ETP V5 Omni-channel Retail Solutions at MAP include ETP Store, ETP Accelerator, ETP EAS, ETP Replication Server, ETP Merchandise Planner, ETP Updates, ETP Download Manager, ETP Analytics and ETP Integrator



Business Needs:

- Comprehensive online and real time loyalty program with the ability to define core and supplementary promotions
- Ability for customers to earn points for their spending and redeem points to get free items
- Link the customer loyalty to a prepaid card that can be topped up and used as a tender across stores
- Provide customers with a web portal where they can check their points and card balances in real time



Project Objective:

- Deploy an integrated and comprehensive loyalty program for Starbucks outlets across Indonesia



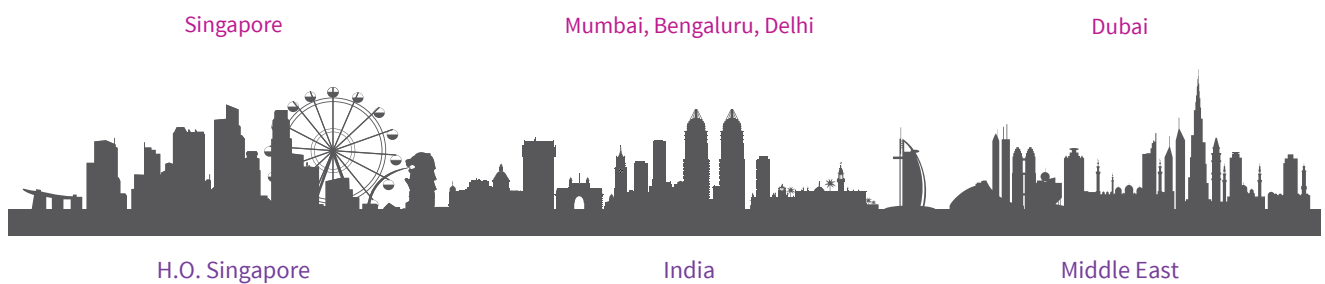
Business Benefits:

- 100,000+ new cards activated with 400,000+ sales transactions using the Starbucks loyalty card
- Average 20,000+ transactions per day across 200+ stores
- Customer profiling has led to effective promotions and increased customer loyalty
- Enhanced promotion evaluation and management with seamless integration between applications
- Improved cash flow with additional marketing capabilities

Average **20,000+**
transactions per day
across **200+ stores**



Every year, 50,000 retail associates use ETP to serve 150,000,000 consumers, selling USD 5,000,000,000 of merchandise. More than 300 brands in over 20 countries, across 10 time-zones, in 200 cities, at 25,000+ stores, in 5 languages run on ETP.



We are also present in the following countries: Australia, Bahrain, China, Egypt, Hong Kong & Macau, Indonesia, Iraq, Jordan, Kuwait, Malaysia, Oman, Qatar, Saudi Arabia, Thailand, The Philippines, Tunisia, Uzbekistan, Vietnam and Yemen.

Founded in 1988, ETP is an 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 omni-channel solutions include omni-channel POS, Mobility, CRM, Marketing and Promotion Campaigns, Order Management & Supply Chain Management, and Merchandise & Assortment Planning. ETP has successfully executed over 500 enterprise software projects across 25,000+ 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