

# CASE STUDY

## MAP Email

MAPEMAIL.COM



MAP EMALL.COM

# MAP Email

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 and MAP EMALL.com is the premier online lifestyle destination in Indonesia. With a portfolio of over 75 international brands and products spanning multiple categories such as sports, fashion, kids, food & beverage and lifestyle, MAP EMALL.com aims to provide customers with an unparalleled shopping experience at a one stop destination for all their lifestyle needs. Some of its iconic brands include Starbucks, Marks

& Spencer, SOGO, SEIBU, Debenhams, Oshkosh B' Gosh and Reebok, among many others.

Listed on the Indonesia Stock Exchange and with over 23,000 employees, MAP has won the Most Powerful and Valuable Company Award 2014 (Retail) – Warta Ekonomi (Indonesia). MAP was also voted one of Fortune Indonesia's Most Admired Companies (Top 20) in 2012 and Forbes Indonesia's Top 40 Companies in 2011. Apart from retailing, MAP is also a leading distributor of sports, kids and lifestyle brands.

Global brands under MAP using ETP retail solutions across Indonesia:



## Customer Facts

Website: [www.map.co.id](http://www.map.co.id)

Online store: [www.mapemall.com](http://www.mapemall.com)

Business segments: Sports, Fashion, Department Stores, Kids, Lifestyle and Luxury

# ETP V5 Solution

*ETP V5 Omni-channel Retail Solutions used to enable MAP EMALL.com include ETP Store, ETP EAS, ETP Replication Server, and ETP Integrator*



## Business Needs:

- Enhance customer engagement through the online channel and deliver an omni-channel experience focused on customer centricity
- Launch an online channel in the Indonesia market to sell MAP brands
- Enhance service to customers by enabling faster deliveries and better communication about product availability
- Leverage the huge network of brick-and-mortar stores to service online orders seamlessly
- Participation of brands from active, fashion & fashion footwear divisions in the online business
- Long term goal being to launch a marketplace where external brands can participate on MAP EMALL.com



## Project Objective:

- ETP integration with Magento, OMS & SAP to achieve the desired end-to-end process
- Phase 1 of the project comprised of:
  1. Order online, deliver to customer
  2. One view of inventory to the customer online (offline stores + warehouse)
  3. Ship from offline stores to warehouse, deliver from warehouse to customer



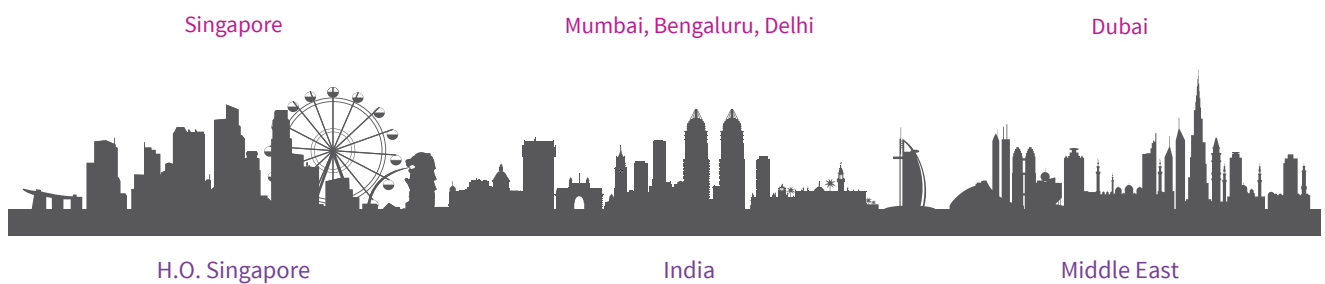
## Business Benefits:

- Enhanced customer experience by offering them a great, unified experience across online and offline channels
- Increased sales with introduction of online sales channel
- Optimization of inventory levels through holistic management of offline and online channels
- Enabled MAP to leverage the existing network of brick-and-mortar stores in order to manage demand efficiently
- Reduced inventory with an option to push the offline/warehouse inventory through the online channel
- Increased market share of brands in Indonesia vis-a-vis the competition brands
- Increased loyalty of customers to MAP group vs individual brand loyalty

Enhanced customer experience by offering them a **unified experience** across online and offline channel



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](mailto:info@etpgroup.com)