

ETP ™

OMNI-CHANNEL RETAIL SOLUTIONS

CASE STUDY

ORRA





ORRA

ORRA is one of India's finest jewelry retail chains, with offices, factories and stores in over 15 countries. It is part of the Rosy Blue group – world's principal Diamantaire. Having been at the forefront of design leadership and product innovation with 5 global design centres in Tokyo, Hong Kong, Antwerp, Mumbai and New York, ORRA presents its Indian patrons an opportunity to experience a premium international buying experience. Banking on its rich Belgian diamond legacy, ORRA made its foray in the branded jewelry segment as an exclusive diamond brand, but taking into account the demand of the customers and the requirement of the market, 23 of its stores offer a range of designs in not just diamonds and platinum but 22kt BIS Hallmarked gold as well. With a repertoire of having designed for Hollywood, Bollywood and Royalty, ORRA offers fashion forward designs for different customer demographics.

ORRA has been a recipient of various national awards like the Most Innovative Jeweler, the Best Retail Jewelry Chain and most recently won the Platinum Jewelry of the Year Award 2013 and has been voted as one of the "Top 3 most trusted jewelry brands" in the country - Brand Trust Report 2012 and 2013. The company has implemented ETP V5 in 34 ORRA outlets across India.

ETP has implemented ETP V5 Suite at ORRA to manage their head office level transactions and also to operate their 34 stores in India. ETP Supply Chain is implemented to handle their procurement and distribution, inventory management and replenishment. ETP Analytics allows them to access their business by monitoring retail KPI's and make quick decisions. ETP Online has been implemented to give customers the flexibility to shop with Orra through the internet. ETP Integrator has allowed them to integrate ETP with other business applications. ETP Products are implemented at their Head Office and retail outlets.

"ETP has done a wonderful job in understanding our business and implementing the software. Today I have complete information about my sales, my collections, my cash flow and my stock and that is a great accounting and control mechanism. The greatest benefit has come from the planning system, where we plan our stocks and demand down to the store level." says Mr. Vijay Jain.

Elaborating on his decision to partner with ETP, Mr. Vijay Jain, CEO and Director, ORRA, says "We had evaluated numerous globally leading software vendors and realized that just specialized software is not enough, commitment to the industry and customer is critical..." He further added "I think the biggest advantage of working with ETP is their willingness to invest time in understanding various businesses and sharing that across to customers."

Customer Facts	Key Store Statistics
Number of stores: 30 stores	Store size: 200 – 450 sqm
Business segments: Jewelry	SKU's (average): 2,000 units
Retail formats: Speciality and Full Service Store	No. of sales tickets (average): 1,500 – 2,000 per month
Locations: India	



ETP V5 Solution

ETP V5 Omni-channel Retail Solutions implemented at ORRA

include ETP Store, ETP Accelerator, ETP Supply Chain, ETP Merchandise Planner and ETP Analytics



Business Needs:

- Better customer relationship management (CRM)
- Improved service levels
- An integrated solution
- Value addition to shareholders
- Expand and manage the growth – increasing number of retail outlets to 100 in immediate future
- Inventory control across supply chain from raw material sourcing to stock on shelf at the stores
- Accurate product costing and sales pricing
- Integrated solution for customer relationship management, sales, warehouse and inventory control, collections and sourcing
- Prompt business analytics to take business decisions
- Integrate all the business entities on a single platform including franchisees
- Enhance customer service levels at the stores
- Manage price lists with daily fluctuation of gold rate



Business Benefits:

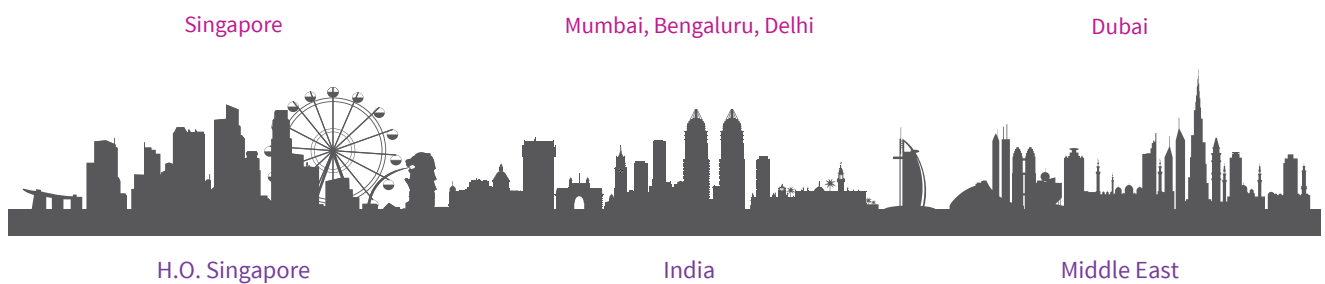
- Easy to use point of sale (POS) application
- CRM module at the store level to increase service levels
- Tracking of a product from the design stage up to the POS
- Centralized information for users across all levels of hierarchy and various locations
- Increased operational efficiency by following global best practices across the enterprise
- Centralized design and execution of sales promotions
- Scalable solution for the 35 locations of InterGold-ORRA and multiple formats of business
- Higher return on investments:
 1. Inventory management
 2. Aging analysis
 3. Proactively optimizing the supply chain
- Strong team of professionals for implementing ETP solution across different locations
- Entire handling of KITTY customer business process including grouping for each KITTY, collection, redemption and payment

Higher return on investments:

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Every year, 50,000 retail associates use ETP to serve 180,000,000 consumers, selling USD 15,000,000,000 of merchandise. More than 300 brands in over 22 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