

CASE STUDY
PT. Trikomsel
Oke Tbk





PT. Trikomsel Oke Tbk

PT. Trikomsel Oke Tbk was established in Jakarta on October 7, 1996 under the name PT. Trikomsel Citrawahana. In 2000, Trikomsel Citrawahana changed its name to PT. Trikomsel Multimedia and in 2007 to Trikomsel OK. The company is the leading telecommunication products and services retailer in Indonesia.

In July 2012, the company acquired PT. Global Teleshop – a company known for being a one-stop solution provider for mobile telecommunication products and services. The company’s business activities are conducted through retail distribution channels with the aim of realizing the company’s vision and mission.

The company’s retail network covers the entire territory of Indonesia, supported by the country’s developing infrastructure and economy. The retail business is represented in the form of retail outlets under the name ‘OkeShop’. The company has over 750 retail outlets across 200 cities in Indonesia and a network of more than 15,000

independent retailers. Through OkeShop, the company retails mobile telecommunication and multimedia devices and accessories from various international manufacturers. The website www.oke.com was the first online store in Indonesia that offered telecommunication equipment via online payment options. The company continues to pursue growth with a strong commitment to enriching the customer experience and value while achieving sustainable profitability for all stakeholders.

ETP successfully completed rollout of the GT Project - ETP V5.5 retail solution implementation at Trikomsel and Global Teleshop (GT) stores. The ETP V5.5 retail solution includes ETP Store, ETP Accelerator and ETP Updates. The implementation seamlessly integrates retail processes of the GT and OkeShop stores including showroom sales, pricing, stock management, campaign and promotions management and cash management, to name a few, with the legacy SCM and accounting systems.



Customer Facts	Key Store Statistics
Number of stores: 750+ stores	Store size (average): 60 - 900 sqm
Business segments: Telecommunication and Multimedia devices and accessories	SKU's (average): 5,000 units
Retail formats: Company owned stores (Global Teleshop and OkeShop) and Partnerships	No. of sales tickets (average): 300,000 per month
Locations: Indonesia	

ETP V5 Solution

ETP V5 Omni-channel Retail Solutions implemented at PT. Trikonsel Oke Tbk



Business Needs:

- Integrate all the business processes of the company and enhance business performance
- Complete retail store automation
- Efficient replenishment model for supply chain
- Automation in stock ordering and forecasting
- Processing sales transactions offline
- Centralized control of buying and merchandising across the chain
- Better inventory management



Project Objective:

- Future-ready integrated and scalable software suite to effectively manage the complexity of current and projected national operations
- Strategic and responsive decision-making with real-time data access across the system
- Single system integration across Oke Shop and Global Telecom retail chains

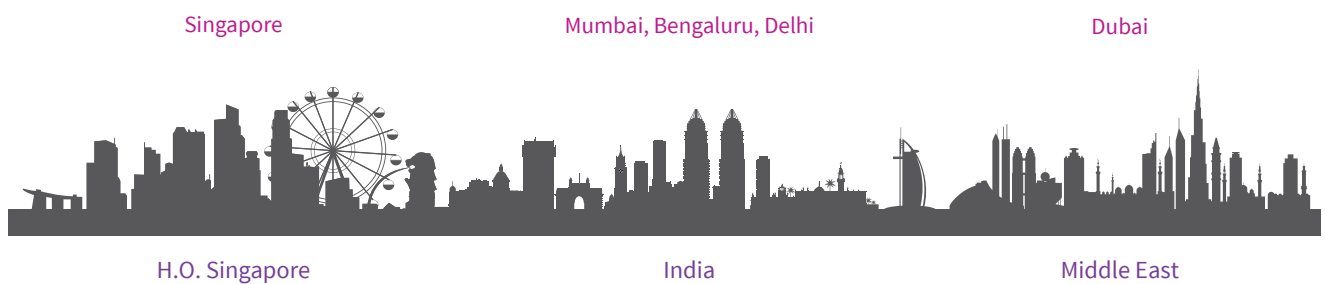


Business Benefits:

- One integrated system across their different store formats - Oke Shop and Global Telecom
- Simplified integration with the supply chain and replenishment system to derive benefits of cross-channel inventory
- Improved customer service through fast and accurate checkouts
- Scalable business model for ease in opening new stores
- Consistent sales data availability at HO on regular basis
- Increased same-store sales with cross-channel/store inventory visibility encouraging cross-selling and up-selling
- Faster time-to-market
- Quick deployment of promotions with centralized control
- Clear visibility on inventory movements and stock reconciliation with single POS and inventory management system
- Precise cash management and improved replenishments at the store
- Better inventory turnover ratio and store fill rates

Increased **same-store sales** with **cross-channel/store inventory visibility** encouraging cross-selling and up-selling

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

