

ETP▶

OMNI-CHANNEL RETAIL SOFTWARE

# CASE STUDY

Rustan's Group

*Rustan's*





# Rustan's Group

In the Philippines, the name 'Rustan's' is often synonymous with quality retailing. Rustan's Group, primarily through its department stores, and additionally through its formidable network of companies, has helped define the science of

retailing in the Philippines and the Southeast Asian region. Founded in 1998, Rustan's Group is the third largest retailer in the Philippines and has the employee strength of over 3,000.

Brands under Rustan's Group using ETP Retail Software Solutions:



Customer Facts	Key Store Statistics
Number of stores: 7 stores	Store size (average): 75,000 sqm
Business segments: Lifestyle and Luxury	SKU's (average): 1,355,796 units
Retail formats: Department store	
Locations: The Philippines	

# ETP V5 Solution



*ETP V5 Omni-channel Retail Solutions implemented at Rustan's Group include ETP Store, ETP Enterprise Application Server (EAS), ETP Accelerator, ETP Analytics, ETP Reporter and ETP Integrator*



## Business Needs:

- To integrate existing retail, loyalty program and ERP systems with ETP CRM which further optimizes business operations
- Ease of access to the customer information
- Provides a customer centric platform for creating optimal customer relationships



## Project Objective:

- Gain competitor advantage by offering every Rustan's Group customer a personalized shopping experience through an integrated CRM solution
- Centralized CRM program where customer information is easily accessed across stores and the Head office



## Business Benefits:

- A seamless solution that can integrate with the existing third-party POS and ERP solution
- Acquisition of general customer in CRM with basic information
- Access to customer buying history which helps the marketing and merchandise departments to analyze customer needs and buying patterns
- CRM and promotion applications that meet all operational and business criteria to expand the retail division
- Improved service levels with quick checkout and targeted promotions based on customer profiles
- Comprehensive KPI reporting for CRM, loyalty programs, merchandise, sales, products and store-staff

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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](mailto:info@etpgroup.com)