ETP™

OMNI-CHANNEL RETAIL SOFTWARE

CASE STUDY

Stores Specialists, Inc. by Rustan's Group

SSIGROUP, Inc

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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. Stores Specialists, Inc. (SSI) of the Group is the leading specialty retailer in the Philippines with an extensive portfolio of established international brands. Its portfolio caters to all aspects of a quality lifestyle and is supported by a nationwide strategic retail presence. SSI leads the Philippine specialist retail market in terms of the size and breadth of its international brand portfolio and store footprint.

Over 50 global brands through SSI use ETP Retail Software Solutions:

Customer Facts	Key Store Statistics
Number of stores: 250+ stores	Store size: Varied
Business segments: Luxury and Lifestyle	SKU's (average): 285,129 units
Retail formats: Speciality and Shop-in-Shops	
Locations: The Philippines	

ETP V5 Solution

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

Business Needs:

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

Project Objective:

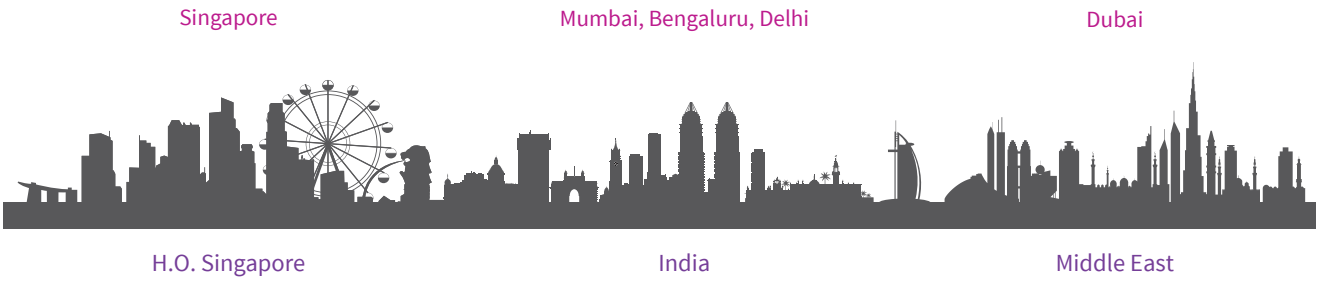
- Gain competitor advantage by offering every Rustan's Group customer a personalized shopping experience through an integrated CRM solution
- Centralized CRM program where customer information is easily accessible across stores and head office

Business Benefits:

- A seamless solution that could 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 analyse 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

Improved service levels with **quick checkout** and **targeted promotions** based on customer profiles

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

www.etpgroup.com

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