

CASE STUDY

Titan





Titan

Titan Company Limited (earlier known as Titan Industries Limited), a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation (TIDCO) commenced operations in 1987 under the name Titan Watches Limited. In 1994, Titan diversified into jewelry with Tanishq and eyewear with Titan Eyeplus. In 2013, Titan entered the fragrances segment with SKINN and the fashion accessories segment under its Fastrack brand. With a retail footprint across 177 cities in 26 states and 3 Union Territories, Titan Company has stores for Watches under World of Titan, Helios and Fastrack; Jewelry under retail brands Tanishq, Zoya, GoldPlus and Eye Plus for multibrand eyewear. With the opening of its 1000th store in Bangalore on 16th December 2013, Titan Company arguably became the first Indian company with 1000 stores in seven varied formats under watches, jewelry and eyewear categories. It has in many ways changed the retail fabric of the country.

Today, Titan Company is India's leading producer and retailer of watches, jewelry and eyewear and is credited with changing the face of the industry. Titan Company is the 5th largest integrated (own brand) watch manufacturer in the world with a revenue of over USD 2bn.

Titan Company implemented ETP Store as their POS solution in 2006-07 across their 300 odd retail stores then. ETP has since, supported the company at the store front helping them with the current retail trends and latest developments like Mobility Solution, thus contributing towards their mission to have a value driven culture fostering innovation, driving performance and ensuring highest global standards.

Retail IT Head (Watches), Titan Company, says "We have about 1000+ stores right now running on ETP software and I like that they are willing to understand the customer recommendation in-depth and deliver the same to the customer, overcoming existent problems."

Operation Head (Watches), Titan Company, adds further, "ETP has been the partner in progress for us since the last seven years. I personally have been a user of ETP and I can do a billing through their systems, at the store level. It's so simple! The feedback we get from the cashiers and the store staff is that it is extremely user-friendly."

Customer Facts	Key Store Statistics
Number of stores: 1,000+ stores	Store size (average): 150 sqm
Business segments: Timepieces, Fashion Accessories and Lifestyle	SKU's (average): 40,000 units
Retail formats: Company owned and Franchise stores	No. of sales tickets (average): 1,700,000 per month
Locations: India	

ETP V5 Solution



ETP V5 Omni-channel Retail Solutions implemented at Titan include ETP Store, ETP Replication Store, ETP Enterprise Application Server (EAS), ETP Accelerator, ETP Supply Chain, ETP Reporter and ETP Integrator



Business Needs:

- Enhanced POS solution integrated with enterprise CRM data
- Complete inventory control and visibility with real-time information for faster response time
- Database integration and automation to manage franchisé business better



Project Objective:

- Introducing a high business value culture through innovation and global best practices
- Seamless enterprise scale integration of the different businesses and operations
- Improve service levels with centralized control of schemes & promotions
- Ease in opening new stores



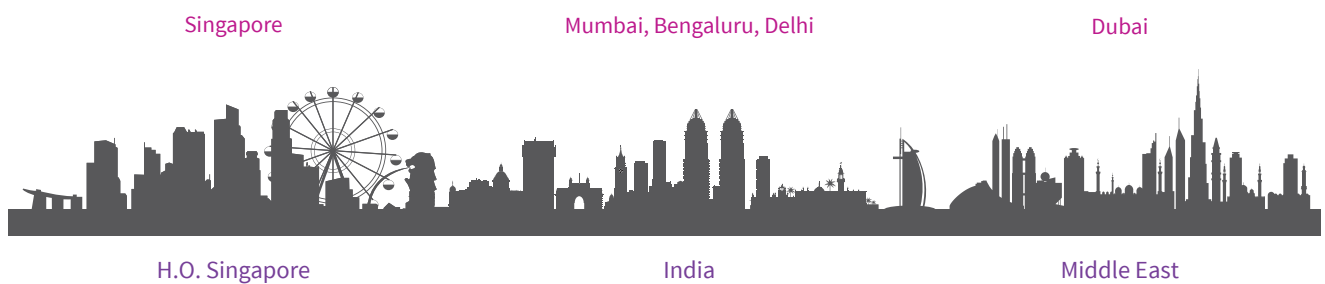
Business Benefits:

- Ad-hoc reporting across different group levels to reduce dependency on IT support staff
- Data automation between the stores and the HO minimizing billing time and improving customer service
- POS system with integrated CRM to enable customer profiling and delivering shopping experiences as per individual customer's product, payment and promotion preferences
- Better demand management through intuitive features that factor in the customer's buying behaviour
- Improved inventory, sales and loyalty program management with real-time enterprise data
- Adding employee and product KPIs in the system with target-oriented performance monitoring
- Performa invoicing, advance order booking and invoicing for better service to institutional customers
- Managing the franchise business with one solution synced to the different retail formats
- Seamless integration with backend ERP for supply chain and merchandise management
- Simple touch-screen user-interface ensures faster scanning and billing

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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