

CASE STUDY

United Colors of Benetton

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Today, Benetton Group is one of the best-known fashion companies in the world, present in the most important markets across the globe with a network of over 6,000 stores. The Group has a consolidated identity comprising color, authentic fashion, quality at democratic prices and passion for its work. These values are reflected in the strong, dynamic personality of the brands United Colors of Benetton and Sisley. The United Colors of Benetton clothing collections for women, men and children offer a style universally recognized to encompass design, taste, a sense of beauty, which reflect the Italian style of the brand.

United Colors of Benetton is the No.1 International Fashion Brand in India. Sanjeev Mohanty, Managing Director of Benetton India Pvt Ltd. says “ETP has been a partner with us for the last seven years and we’ve seen incredible market and domain knowledge with a very dedicated team working on our requirements. ETP’s leadership team supported the roll-out of the software, across more than 100 cities in 297 stores. We are glad to have ETP as our partner and we are sure that in the next couple of years we will be strengthening our partnership further as they roll out more modules for our business systems.”

The implementation was driven by Benetton’s visionary Director-IT, Arun Kathpalia. He says “We have chosen ETP over others as our partner because of one main reason and that is the in-depth retail domain knowledge and expertise they have apart from the excellent software solutions. They understand all the nuances of the Fashion Retail business and speak exactly our language. They understand our pain areas and always proactively support us when we need them. Our relationship with ETP is much beyond just a vendor-customer relationship and it is getting stronger and stronger with the growth in our business.”



Arun Kathpalia,
Director-IT, United Colors of Benetton

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S I S L E Y



Customer Facts

Number of stores: 300+ stores

Business segments: Fashion Apparel and Accessories

Retail formats: COCO and Franchise stores

Locations: India

Key Store Statistics

Store size (average): 150 sqm

SKU's (average): 48,000 units

No. of sales tickets (average): 142,560 per month



ETP V5 Solution

ETP V5 Omni-channel Retail Solutions implemented at UCB



Business Needs:

- Complete store automation
- Proactive promotions management
- Single solution to manage COCO and Franchise stores
- Improved customer service levels
- Simple, scalable and easy to use store operations
- Robust enough to handle the complex Indian sales tax and flexible to manage the frequent changes in sales tax
- Seamless execution of promotional strategies at stores
- Productive support to sales executives to up-sell and cross-sell to customers based on personalized promotions and schemes



Business Benefits:

- Increased customer loyalty with instant gratification basis customer profiling
- End to end integrated solutions with increased information accuracy
- Daily cash flow management & reconciliation at central head office level
- Drive production based on timely and intelligent sales information
- Inventory visibility across stores to take final decision
- Easy deployment - introduction of new styles, new collections and new store rollouts
- Ability to manage contingent liabilities - keep track of gift voucher sales and expiry
- Centralized design and execution of sales promotions
- Ability to rollout promotions specific to stores and then easily amending the same to incorporate customer feedback
- Common platform to ensure data integrity
- Easy to use point of sale application
- User friendly solution to enable quick training of large number of end users at stores
- Manage and control the franchisé business and efficient replenishment

Centralized design and rollout of sales promotions specific to stores and easily amend them as per customer feedback



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