

ETP ▶

OMNI-CHANNEL RETAIL SOLUTIONS

CASE STUDY

Valiram Group |





Valiram Group

The Valiram Group, established in Kuala Lumpur in 1935, has grown from a textile merchant into a conglomerate of luxury and lifestyle brands, placing the company as one of the most prestigious specialist retailers in Southeast

Asia, today. The group represents numerous categories from fashion and accessories, timepieces and jewellery, perfume and cosmetics, to confectionary and dining concepts.

Over 150 brands at Valiram stores using ETP retail solutions:



Customer Facts	Key Store Statistics
Number of stores: 400+ stores	Store size (average): 1,200-1,300 sqm
Business segments: Fashion and Timepieces (Luxury Lifestyle Brands)	SKU's (average): High Luxury Brands 1,000-20,000; Other Brands (as per seasons) 3,000-4,000; Timepieces 300-400
Retail formats: Downtown and Time Retail	No. of sales tickets (average): 326, 210 per month
Locations: Malaysia, Singapore, Thailand, Philippines, Australia, Macau, Hong Kong, China and Russia	

ETP V5 Solution



ETP V5 Omni-channel Retail Solutions implemented at Valiram Group



Business Needs:

- CRM based promotions creation capability
- Current inventory information at the POS
- Control on sales price override in billing
- Centralized control on discounts and promotions
- Sales/store-staff target and performance tracking capability
- Single, scalable end-to-end integrated solution to serve business growth



Project Objective:

- A proven, integrated and scalable software suite to effectively manage the increasing complexity of current regional operations, as well as enabling future business growth
- Gain timely, accurate insights into the sales information across the widespread retail network, tracking all stock movements and cash flow in detail from a single source
- Create an integrated information base in one shared system, enabling strategic and responsive decision-making



Business Benefits:

- Increased customer loyalty with instant gratification basis customer profiling
- ETP CRM offers CRM capabilities and ETP Accelerator supports customer-based promotions and analysis
- ETP Store eases inventory management and provides complete inventory visibility regardless of location or time
- Controlling price override at store counters
- Option to define promotions centrally and establish controls on how to execute the same at the store
- Access to KPI dashboard to define and track sales/store-staff performance as per assigned targets
- Complete visibility and control of processes and operations from stores to finance
- Brand, store and category level analysis of sales revenue and cost of goods sold
- Inventory tracking from supply chain to accounting

ETP Store eases **inventory management** and provides **complete inventory visibility** regardless of **location** or **time**



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