

CASE STUDY

MAP: CRM Solution for Starbucks

MAP
Mitra Adiperkasa



MAP: CRM Solution for Starbucks

Incorporated in 1995, PT. Mitra Adiperkasa Tbk (MAP) has achieved phenomenal growth over the years culminating in its IPO in November 2004. Today, MAP is the leading lifestyle retailer in Indonesia. Some of its iconic brands include Starbucks, Marks & Spencer, SOGO, SEIBU, Debenhams, Oshkosh B' Gosh, Reebok among many others. Listed on the

Indonesia Stock Exchange, with over 23,000 employees, MAP has won the Most Powerful and Valuable Company Award 2014 (Retail) – Warta Ekonomi (Indonesia). MAP was voted Fortune Indonesia's Most Admired Companies (Top 20) in 2012 and Forbes Indonesia's Top 40 Companies in 2011.



image courtesy: Starbucks

Customer Facts

Number of stores: 200+ stores
 Business segments: Premium Food and Beverages
 Retail formats: Stand-alone stores
 Locations: Indonesia

Key Store Statistics

Store size: Varied
 SKU's (average): Over 1 million
 No. of sales tickets (average): 250,000+ per month



ETP V5 Solution

ETP V5 Omni-channel Retail Solutions at MAP include ETP Store, ETP Accelerator, ETP Reporter, ETP EAS, ETP Replication Server, ETP Merchandise Planner, ETP Updates, ETP Download Manager, ETP Analytics and ETP Integrator.



Business Needs:

- Comprehensive online and real time loyalty program with the ability to define core and supplementary promotions
- Ability for customers to earn points for their spending and redeem points to get free items
- Link the customer loyalty to a prepaid card that can be topped up and used as a tender across stores
- Provide customers with a web portal where they can check their points and card balances in real time



Business Benefits:

- 100,000+ new cards activated with 400,000+ sales transactions using the Starbucks loyalty card
- Average 20,000+ transactions per day across 200+ stores
- Customer profiling has led to effective promotions and increased customer loyalty
- Enhanced promotion evaluation and management with seamless integration between applications
- Improved cash flow with additional marketing capabilities

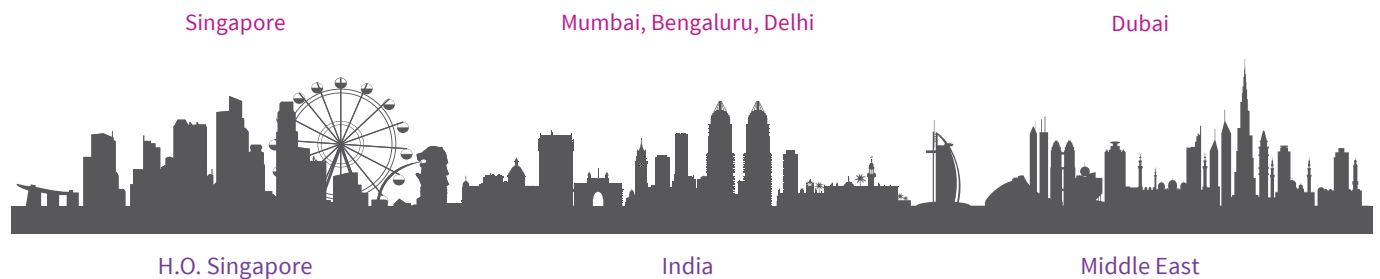


Project Objective:

- Deploy an integrated and comprehensive loyalty program for Starbucks outlets across Indonesia

Average
20,000+
transactions
per day across
200+
stores

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 the leading Omni-channel Retail Solutions company headquartered in Singapore and present in more than 20 countries across Asia Pacific, India and the Middle East. ETP's omni-channel solutions are adopted by market leaders in Retail, Distribution and Manufacturing. ETP has executed over 500 enterprise software projects in over 20 countries at 25,000+ stores and 100+ warehouses and factories. ETP's unique value proposition is its ability to deliver, create innovative products and the domain expertise delivered by hundreds of its consultants embodying ETP's best practices.

For more information, email: info@etpgroup.com

