

CASE STUDY

PT. Mitra Adiperkasa Tbk



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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, Zara, Marks & Spencer, SOGO, SEIBU, Debenhams, Oshkosh B' Gosh, Reebok, among many others. Listed on the

Indonesia Stock Exchange, with over 23,000 employees, it 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.

Global brands under MAP using ETP retail solutions across 8 regions in Indonesia:



Customer Facts

Number of stores: 2,000+ stores
 Business segments: Sports, Fashion, Department Stores, Kids, Food and Beverages, Lifestyle and Luxury
 Retail formats: Over 100 retail concepts
 Locations: 65 cities across Indonesia

Key Store Statistics

Store size: Varied
 SKU's (average): Over 1 million units for 150+ brands
 No. of sales tickets (average): 7,500,000 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:

- Ease business complexity and streamline operations of 150 brands operating in silos
- Scalable retail solution that can be used across the different concepts and support growth projections
- Integration with the back-end system (SAP)



Project Objective:

- Need for a proven retail software solution to effectively manage the increasing complexity of current operations and support aggressive business expansion and growth
- Gain timely, accurate and actionable insights into planning, purchasing and sales data - allowing management to make better decisions and improve the bottom-line along with the overall size of the business



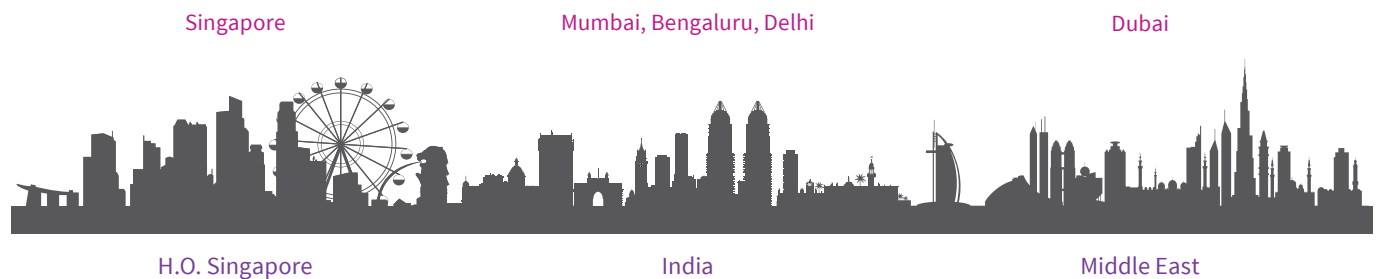
Business Benefits:

- Increased customer loyalty with instant gratification basis customer profiling
- Additional marketing capabilities with faster system updates
- Enhanced promotion evaluation and management
- Seamless integration between applications with centralized control, modification and feature roll-outs
- Improved cash flow with over 45,000 invoices and 1 million records processing (HO) on per day basis
- Business stability and scalability to launch new stores, maintain uniform brand experience and quality customer service

Business **stability** and **scalability** to launch new stores, maintain **uniform brand experience** and **quality customer service**



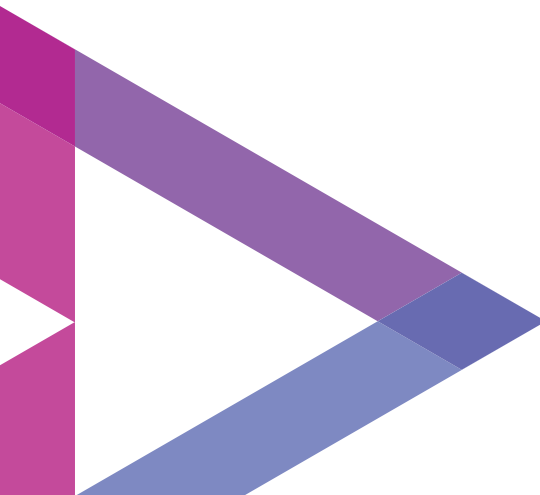
Every year, 50,000 retail associates use ETP to serve 150,000,000 consumers, selling USD 5,000,000,000 of merchandise. More than 300 brands in over 20 countries, across 10 time-zones, in 200 cities, at 25,000+ stores, in 5 languages run on ETP.



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



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