



OMNI-CHANNEL RETAIL SOLUTIONS

# CASE STUDY

Rustan's Group | *Rustan's*



# Rustan's Group



In the Philippines, the name 'Rustan's' is often synonymous with quality retailing. Rustan's Group, primarily through its department stores, and additionally through its formidable network of companies, has helped define the science of

retailing in the Philippines and the Southeast Asian region. Founded in 1998, Rustan's Group is the third largest retailer in the Philippines and has the employee strength of over 3,000.

Brands under Rustan's Group using ETP retail solutions:



Customer Facts	Key Store Statistics
<p>Number of stores: 6 stores</p> <p>Business segments: Lifestyle and Luxury</p> <p>Retail formats: Department store</p> <p>Locations: Following locations in The Philippines:</p> <ul style="list-style-type: none"> <li>• Makati • Alabang Town Center</li> <li>• Shangri-la Plaza • Gateway Mall</li> <li>• Cebu • Newport</li> </ul>	<p>Store size (average): 75,000 sqm</p> <p>SKU's (average): Over 1 million</p>



# ETP V5 Solution

ETP V5 Omni-channel Retail Solutions implemented at Rustan's Group include ETP Store, ETP Enterprise Application Server (EAS), ETP Accelerator, ETP Analytics, ETP Reporter and ETP Integrator.



## Business Needs:

- To integrate existing retail, loyalty program and ERP systems with ETP CRM which further optimizes business operations
- Ease of access to the customer information
- Provides a customer centric platform for creating optimal customer relationships



## Project Objective:

- Gain competitor advantage by offering every Rustan's Group customer a personalized shopping experience through an integrated CRM solution
- Centralized CRM program where customer information is easily accessed across stores and Head office

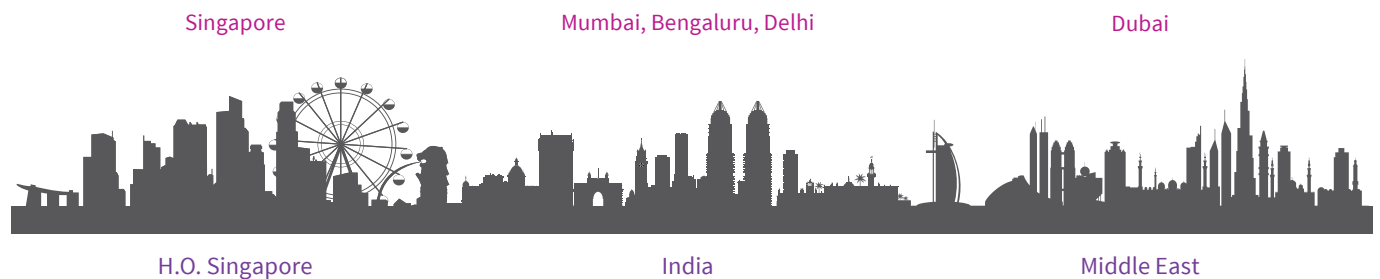


## Business Benefits:

- A seamless solution that could integrate with the existing third-party POS and ERP solution
- Acquisition of general customer in CRM with basic information
- Access to customer buying history which helps the marketing and merchandise departments to analyze customer needs and buying patterns
- CRM and promotion applications that meet all operational and business criteria to expand the retail division
- Improved service levels with quick checkout and targeted promotions based on customer profiles
- Comprehensive KPI reporting for CRM, loyalty programs, merchandise, sales, products and store-staff

A seamless solution that could integrate with the existing third-party POS and ERP solution

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](mailto:info@etpgroup.com)

