

ETP 

OMNI-CHANNEL RETAIL SOLUTIONS

CASE STUDY

Intermedia Bookstores





Intermedia Bookstores

Intermedia Bookstores is one of the leading local brands in the Indonesian books and stationery sector. They already enjoy a strong presence across Jakarta, West Java and Banten provinces, and the brand is poised for rapid growth within the territory in the coming few years. Intermedia has implemented the ETP V5 retail suite at all their stores, which they operate on a stand-alone basis. The new solution from ETP has provided Intermedia with a retail solution which is secure, stable and scalable, consisting of both Head Office and Store level modules, all of which enjoy seamless integration. Combining an enterprise class integration with their financial software, this will provide the necessary foundation to support their expansion plans.

The first Intermedia bookstore was established by Mr. Hadianto Suhartono in Jakarta. Under his able leadership, the company has grown to more than a dozen large format stores today across several provinces within Indonesia, offering a wide range of books, stationery, music, toys and sporting goods.

Every Intermedia bookstore enjoys a 3 level format:
Level 1 for school stationery and computer accessories
Level 2 for office stationery
Level 3 for books, sports and musical products

As a complement to the existing traditional retail model, Intermedia Bookstores are also looking to expand their business through online channels. ETP's V5 retail suite is omni-channel ready and as such, will provide an ideal base for this transition as and when the company is ready.



Customer Facts

Number of stores: 12 stores

Business segments: Books and Stationery

Retail formats: Exclusive brand outlets (EBO)

Locations: Indonesia

Key Store Statistics

Store size (average): 95-145 sqm

SKU's (average): 248,858 units

No. of sales tickets (average): 68,978 per store per month

ETP V5 Solution

ETP V5 Omni-channel Retail Solutions at Intermedia Bookstores include ETP Store, ETP Store Operations, ETP Accelerator, ETP Enterprise Application Server (EAS) and ETP Supply Chain



Business Needs:

- Streamlining of existing and future business processes
- Establish a scalable, secure and stable solution to support planned business growth
- Establish a loyalty program to enable improved customer intimacy and retention



Business Benefits:

- Business Process Integration
 1. All processes from procurement through to retail are handled by one solution
 2. Tight integration between supply and demand chains
 3. Strong audit trail, which provides improved control and visibility of inventory and control and reconciliation of payments
- Stronger MIS
 1. Regular sales and inventory movement data from all distribution channels
 2. Improvement in speed and accuracy of reporting
- Strong Retail Processes
 1. Improved customer experience due to easy to use, efficient POS module
 2. Fast, effective Promotion and Campaign management, defined at Head Office and executed at Store level
 3. Ability to handle multiple payment modes
- Operational Efficiency
 1. User friendly interface across all modules
 2. Shift management capabilities



Project Objective:

- Tighter management of inventory
- Improved customer service levels
- Enable the ability to handle both wholesale and retail business models

**Tight
integration
between
backend
merchandise
management
and retail
POS & CRM
systems**

Every year, 50,000 retail associates use ETP to serve 180,000,000 consumers, selling USD 150,000,000,000 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.

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