

CASE STUDY – Retail

THE BEST CONNECTION

Fujitsu TeamPoS makes life much easier for Store Manager



"With the TeamPoS, the sky's the limit," said Mr. Jeffrey Sim, Finance & Administration Manager, The Best Connection.

The Best Connection

The Best Connection is a merchandiser and supplier of quality electrical components for medium to large companies. Its Singapore branch is also the largest and fastest growing electrical retailer in the region. It supplies electrical wiring accessories to a number of markets. These include wholesale distributors, OEMs and retailers within the automotive, electronics, marine and HVAC industries. Its product mix includes connectors, switches, cable ties, wire, heatshrink, electrical kits and tools as well as circuit board supports and spacers. It has extensive experience of more than 20 years, merchandising these products.

The Challenge & Solution

As Singapore's largest and fastest growing electrical retailer, the company is looking for new POS system to replace the old ones. "With the old system, there was a constraint on memory size," said Mr. Jeffrey Sim, Finance & Administration Manager of The Best Connection. To meet new changes caused by company growth, there are several factors that influenced the company's decision to choose Fujitsu TeamPoS, "At present, we carry close to 15,000 items... and growing. With our new personal computing lines, especially our move into software, we needed a system that can grow with us. With TeamPoS, the sky's the limit," Mr. Sim elaborates.

The Best Connection is currently in the process of converting its previous POS system to Fujitsu's TeamPoS. Today, the new system is up and running in six out of the nine retail outlets, including the new Ngee Ann City store.

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The Benefits

As Mr. Sim envisions, TeamPoS is endlessly expandable. Built around advanced Fujitsu ISS 3000 (Integrated Store Solution) software, the system is specifically designed for retail environments using an open-based PC-compatible concept. Most system modifications require merely a change of CPU board, rather than expensive new software. Another strong point in favour of the T&OS system was its ability to take over many time-consuming manual functions. A good example is the issuing of cash 'n' carry memos. Mr Sim explains, "Most importantly, the sales staff spend less time writing and more time serving the customer. That's what we're here for, after all."

Likewise, the new TeamPoS system makes life much easier for Store Managers. Whereas previously they had to collect and compile individual reports from each POS terminal, now it is possible for them to obtain a consolidated sales report at any give time, direct from the server. Mr Sim explains, "We really drive our salespeople. So if a report shows that a particular department has been lagging, the supervisor can go there and motivate his staff".

The Future

This harmonious working relationship looks set to continue long into the future. "Looking further ahead, Singapore will soon be the regional head office for The Best Connection in the ASEAN region. We would like to see Fujitsu machines all over the place. It makes sense for us to replicate this system, which we know is working well in Singapore, in other countries. Then we'll all be speaking the same language," Mr Sim reasons.

For product information: Access sales office near to you