

## CASE STUDY – Retail

# CK TANG

## TeamPoS – ability to take a larger number of terminals to a single server



*"With TeamPoS, a team effort is exactly with it's all about," said Prem Prakash, Group IT Director, CK Tang*

### CK Tang

Tangs, the flagship store, has been at the forefront of the local retail scene and a leader in fashion and contemporary lifestyle retailing since the opening of its first store in 1932. Tangs opened its first overseas store in Malaysia in October 1995. The 15,105 square metres (162, 593 sq ft) store at Starhill Centre is strategically located within the much-touted golden triangle of the Malaysian capital. The store attracts more than 98,000 visitors on weekdays and 260,000 visitors on weekends.

### The Challenge

As one of Asia's largest and most successful retail concerns, they looked for a POS system for their outlet in Kuala Lumpur. "Our main consideration was flexibility for the future. We needed a system that could grow along with us, and one that was easily modifiable and enhanceable, both in providing data for analysis and in terms of customer service," said Gerry Rezel, Group Marketing Director.

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### The Solution

To meet different specific needs, CK Tang chose Fujitsu TeamPoS, an open-based PC-compatible terminal. But far from being just a supplier, Fujitsu approaches projects as a partner. For Tangs, that meant coming in on the ground floor before the store was even built to customise the store's bar-coding system. It also led to a joint venture project to develop a total retail solution for their in-store system, with Fujitsu supplying the computer know-how and Tangs contributing many years of business experience. This project, called BERE (Back End Retailing Expert), may seem like an unusual measure, but as Mr. Prakesh says, "the benefit potential is definitely there."

### The Benefits

Technically, one advantage of TeamPoS is its ability to take a larger number of terminals to a single server. But whether you are a large regional department store or a speciality boutique with one cash register, TeamPoS works just as hard. Because it's an open-based system, you are all set to plug in any options that come along. As Mr. Prakesh stresses, "We're ready for anything." Besides, built around advanced Fujitsu ISS 3000 (Integrated Store Solution) software, TeamPoS is exclusively designed for retail field using an open-based PC-compatible concept, which not only makes it simple to expand and upgrade, it keeps costs low. "Cost was definitely a point in favour of choosing the Fujitsu TeamPoS system," adds Mr. Prakesh.

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