

CASE STUDY – Retail

The Mall Group

TeamPoS system lessens workload



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The Mall Group

The Mall Group has come to be known as one of the most progressive shopping Centre developers in Thailand. They own a chain of eight modern multi-purpose shopping centres operating under the name "The Mall".

The Challenge

The Mall Group decided to establish a flashy, high-tech department store on Sukhumvit called "The Emporium", a joint venture with Bangkok Bank. Mrs. Wanna Permsuwan, Senior Vice President of The Mall Group said, "We have ambitious development plans, and we need a system that not only provides compatibility, but one that can grow with us. The retail trade in Thailand is fiercely competitive, and only companies that effectively manage every aspect of their business will prosper. TeamPoS is an important part of our management team, the quiet achiever." As a result, all of The Mall Group's stores have turned to Fujitsu's TeamPoS system to meet their information technology requirements.

The Solution

TeamPoS is built around Fujitsu's advanced ISS3000 (Integrated Store Solution) software, and is specifically designed for retail environments, using an open-based PC-compatible concept. It's also designed with change in mind – system enhancement can be carried out by upgrading hardware rather than acquiring expensive new software.

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The Benefits

Mrs. Permsuwan commented, "We previously used an ECR system, but it wasn't effective from either a front or back office perspective. Now, our cashiers are a happy bunch. The TeamPoS system is uncomplicated and it lessens their workload. The computer automatically computes discounts and provides an easy-to-read, itemised receipt in Thai. (Before, we could only provide a receipt in English). For most shoppers, the main interaction with our staff is at the checkout, and that's the experience they take away with them. Thanks to TeamPoS, nothing is left to chance, and our cashiers see more smiles than frowns these days".

This accounts of the popularity of TeamPoS and ISS3000 in the front office environment, but as Mrs. Permsuwan explains, the system is equally critical to efficient back office operations. "Arguably, retailers live and die by their ability to effectively control stock, and quite frankly, TeamPoS is a godsend. It itemises everything, so the Stock Keeping Unit can effectively control inventory and our front and back office operation can work in harmony. It also makes life easier for store management – instead of gathering data from individual terminals, TeamPoS can produce a consolidated sales report at the drop of a hat."

The Mall Group also pleased with support services provided by Fujitsu. "I'd be the first to admit that we confronted them with a complex array of requirements, but to their response was totally professional. They spent the necessary time with us before implementation to make sure we got what we wanted, and willingly gave of their time once we were operational, to make sure everything went smoothly. The support Fujitsu has given us to date guarantees that they will be projects. I don't want to give away a competitive edge to our rivals, but I have to admit that as a retailer it makes sense to have TeamPos on your management team. Enough said – I'll let you be the judge," said Mrs. Permsuwan.

The Future

Mrs. Permsuwan also notes, "In the future we will be using EDI (Electronic Data Interchange) to exchange information with our suppliers electronically; ordering will be done via EDI, so we'll save money on sales visits and be able to control inventory more efficiently." The system's ability to connect with a variety of peripheral equipment, including PC-type keyboards, scanners, printers, and readers, leads to further cost efficiencies, as many tasks which were once performed manually can now be integrated into the system.

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