

Case Study Fashion's Park

»We don't have any system failures so it makes for a better customer experience and maximizes our sales opportunities. We can also operate more effectively as a business because we now have full visibility of transactions and promotions.«

Eduardo Soto, IT Manager, Fashion's Park



The customer

Founded in 1994 by Chinese immigrants, Fashion's Park is a Chilean clothing retail chain that now has over 40 outlets across the country and employs over 2,000 people. It is renowned in the local market for quality clothes at low prices.

The challenge

Fashion's Park had been using a legacy UnixWare retail platform to support its network of EPOS devices, however, this was outdated and incompatible with new technology coming to market. It wanted to find a new solution that would add functionality and increase reliability. The company worked with long-time IT partner Belltech to find the right solution.

"Initially, we decided to deploy Retalix Storeline, however, within months of that decision, it had been acquired by NCR and that presented real issues for us," explains Eduardo Soto, IT Manager, Fashion's Park. "It changed the nature of the proposed solution and the support so we asked Belltech whether there was an alternative."

Belltech had recently expanded its existing relationship with Fujitsu to include retail software products such as Fujitsu GlobalSTORE and Fujitsu StoreCENTER and believed these could be the ideal fit for Fashion's Park's requirements.

"We needed a robust, agile platform that could be deployed across all our locations," adds Soto. "Fujitsu had that global reach as well as proven retail solutions that were endorsed by Belltech. Even though we were already behind schedule, we were confident that together Belltech and Fujitsu would deliver."

The solution

Within six months, Fujitsu Retail Suite had been deployed to Fashion's Park's 44 outlets. Fujitsu provided onsite support for three weeks to help train employees in the installation and use of the applications.

Fujitsu GlobalSTORE is a full-featured, customizable POS, cash management and back office system that's built to deliver a seamless customer experience across applications, devices and channels. Fujitsu StoreCENTER meanwhile provides centralized store management for real-time movement of data, giving Fashion's Park a much more effective way to interact with its stores. As a result, it can rapidly respond to opportunities and improve operational efficiency.

The customer

Country: Chile
Industry: Retail
Founded: 1994
Employees: 2,000+
Website: www.fashionspark.com



The challenge

Fashion's Park relied on an aging UnixWare platform that was not compatible with new technology and EPOS systems. It wanted to find a modern retail software solution that would increase store efficiency, improve the customer experience and enable future growth.

The solution

When its initial choice of software provider was acquired, locking it into hardware requirements, the company decided to change course and work with Fujitsu, as recommended by its local IT partner Belltech.

The benefit

- The system is 100 percent reliable and not affected by network outages, meaning zero lost sales
- Fujitsu Retail Suite provides full, real-time visibility of transactions and promotions to enable more effective operations
- As a result of the increased stability, employees are more productive and customers are happier

"Belltech handled the initial four implementations after which we used internal resources. It was a really simple and seamless process," says Soto. "Fujitsu Retail Suite now supports 450 EPOS devices around the country used by 2,000 employees."

Fujitsu GlobalSTORE also allows Fashion's Park to interoperate POS systems at multiple locations, whether across town or around the country.

The benefit

Every EPOS device handles around 3,000 transactions per month, contributing to Fashion's Park's \$100m annual sales. Thanks to the stability of the new Fujitsu retail platform, none of these transactions fail due to system or network failure.

"What we have now is a robust infrastructure. Previously, we had complicated and problematic communications breakdowns as the system was centralized so network failures could put a store out of operation for hours," continues Soto. "Every store would suffer at least once a month and that means lost sales and frustrated customers. Now even if the WAN is down, the store can continue to sell, run promotions and handle product returns. That makes us more effective and a better retailer."

Products and services

- Fujitsu GlobalSTORE
- Fujitsu StoreCENTER
- Fujitsu ReturnCENTER

The Fujitsu Retail Suite has also enabled Fashion's Park to cope with the seasonal surges in sales associated with clothing retail. Even though sales figures double in the run up to Christmas, the company can handle the extra load without worrying about system failure. Perhaps most importantly, sales have increased as a result and staff and customers alike are much happier.

"We don't have any system failures so it makes for a better customer experience and maximizes our sales opportunities," comments Soto. "We can also operate more effectively as a business because we now have full visibility of transactions and promotions."

Conclusion

With Fujitsu GlobalSTORE and Fujitsu StoreCENTER already a success, Fashion's Park is planning to deploy Fujitsu CustomerCENTER, a suite of customer marketing and management applications that will provide comprehensive knowledge of customers.

"Fujitsu has proven itself to be the ideal retail software partner and, within a very tight timeframe, has transformed how we do business. Our employees are more productive, our customers are happier and we have increased sales. You can't ask for more."

Eduardo Soto, IT Manager, Fashion's Park

In collaboration with



Contact

FUJITSU
Avenida Vitacura 2670,
Piso 15 - Las Condes
Santiago, Chile, 7550098
Tel: + 56 02 2820 4330
E-mail: customerinfo.point@ts.fujitsu.com
Website: www.fujitsu.com/cl/
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