

The Enhanced Solution for Retail Business Optimization

SingularLogic Case Study

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LS RETAIL PARTNER

CONFERENCE 2010

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Customer Overview



- **#1** retailer of sporting goods
- Average store : 800 m²
- All Brands – All Sports
 - Exclusive Brands (eg Etirel, Firefly, Nacamura etc)

	TO in €	# of Stores	# of employees
INTERSPORT Greece	70.000	32	450
INTERSPORT Cyprus	2.000	2	50
GENCO Bulgaria	2.000	2	50
GENCO Romania	18.000	14	150
Group Totals	92.000	50	700

Challenges to address



Objectives I



Unified and effective control of all stores (own and franchisee-operated)



User-friendly, fast and functionally rich PoS environment



Uninterrupted store operation (no dependency on central servers)



Consolidated store and HQ data in a unified cross-replicated database

Objectives II



Unified and precise stock control for stores and warehouses



Immediate provision of statistics and reports at the store and at the HQ

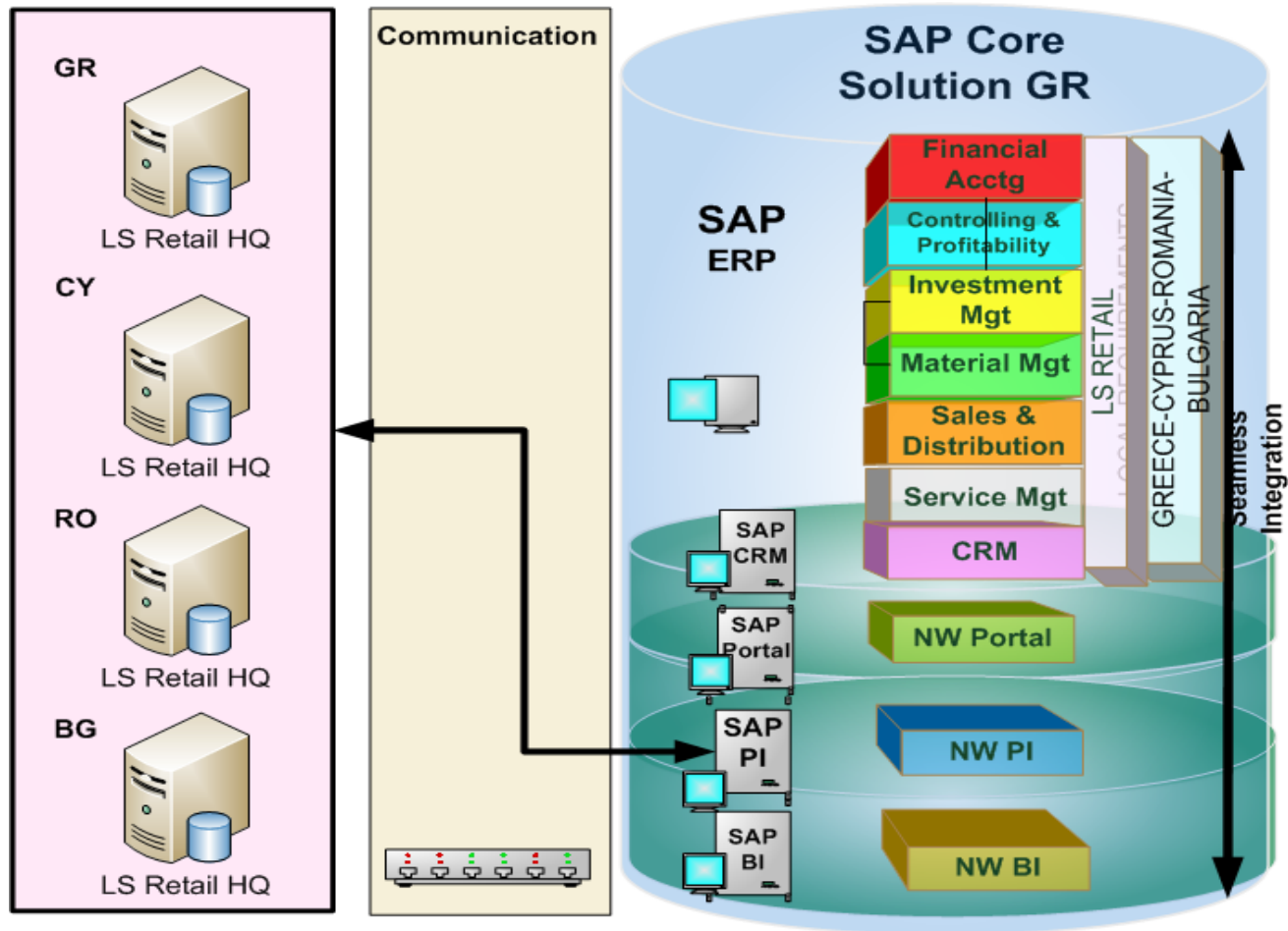


Centrally-managed information available at the PoS (Gift cards, stock levels, etc)



Integration between the central server and SAP Retail

Solution Design



Functional points

- The LS Retail implementation (same version for all countries) provides the following:
 - Sales and Refunds with centrally-managed voucher creation
 - Customized cash register functionality
 - Sales Orders
 - Store replenishment
 - Intra-store stock movements with quantity validation in the part of the receiver
 - Goods deliveries and receipts to customers and suppliers
 - Barcode label production
 - Store or HQ-level reporting built to the Group's standards
 - Seamless two-way integration with SAP Retail

User roles

Four user categories were created at the store in order to scale the PoS and reporting functions available to each one.

Office

Administration / IT

Accounting

Cashiers

Store manager

Department manager

Sales associate

Chief cashier

Cashier

Project timeline



Main customer benefits

Single front-end version for all countries

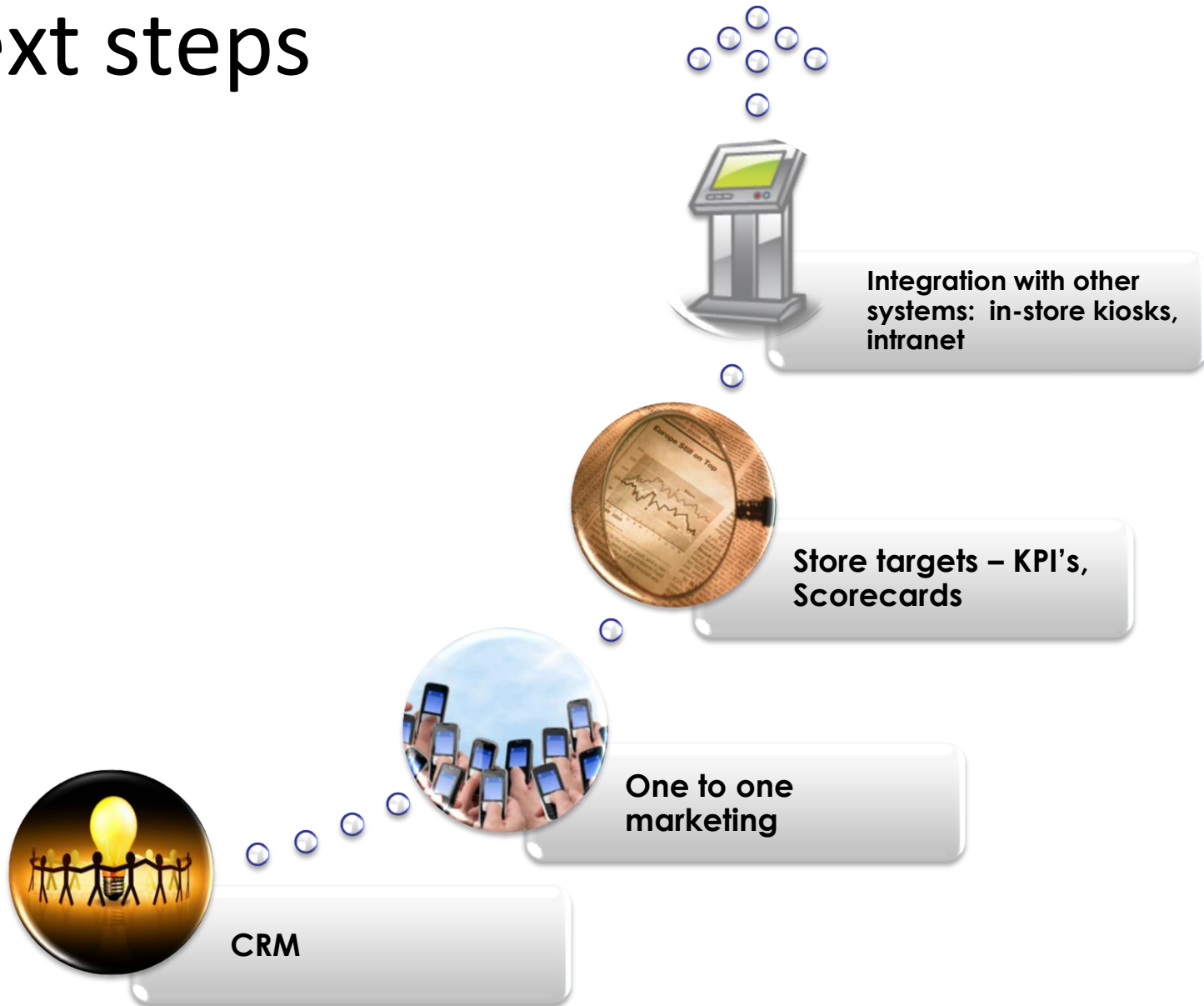
Lean, controlled and effective business processes

Modern, flexible software platform

Continuous knowledge sharing with the provider

Long-term investment protection

Next steps



SingularLogic | The Retail BU at a glance

The largest **IT Turn Key Solution Provider** in Greece and expanding further in Cyprus, Romania, Bulgaria and Serbia.

One Stop
Shop

2008
One 2008

- **Currently proud to maintain and support:**

- **400** Large Customers
- **4.100** Shops
- **22.500** workstations

- **IT Solutions offered are applied daily to:**

- Food Retail (Super Market, Hyper Market, Bakeries)
- Specialty Stores (Fashion, Shoes, Bookshops, Record Shops, Toys, Electronics, Cosmetic Stores, Cash & Carry, Convenience Stores, Do-It-Yourself)
- Department Stores
- Petrol Stations
- Consumer Electronics
- Telco



SingularLogic | The Retail BU at a glance



110 engineers

Customer support

Project Implementation

Software Development



Three main product lines

Network of partners and resellers in five countries



Revenues of €12,9 M in 2008

Revenues of €13,9 M in 2009



Our Clients

Ευχαριστώ