

A photograph of three business professionals in an office setting. A woman in a white blazer is in the foreground, looking towards the camera with a slight smile. Behind her, two men in suits are looking at a laptop. The background is a bright, out-of-focus office window.

NOTOS COM Case Study

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Partner Conference



Who is SCICOM ?



- 20+ years Continuous and Profitable presence in the Greek Information Technology Market
- Microsoft® Business Solutions Certified Partner since April 2003
- Landsteinar Strengur Partner since November 2003
- Cognos Platinum Reseller Partner (Business Intelligence & Corporate Performance Management solutions)

Indicative Projects – Business S/W Solutions Division



Indicative Projects – Cognos Corporate Performance Management Division

 Εσύ, παντού				
				
			 C.A. Papaellina & Co Ltd	
				
				
				
				



Case Study

Company Profile



- One of Greece's largest distribution & retailing Groups
- The goal of the Company is to continuously expand & streamline its networks that distribute and market consumer goods
- The Group operates within the following strategic business units:
 - Department stores
 - Cosmetics & Toiletries
 - Wholesale and Retail Apparel & Footwear
- The Group has 60 stores in Greece & 50 in foreign countries

Company Profile

- Department stores



Notos Com Holdings has established itself with notos galleries stores, the oldest, best known department store in Greece, as well the only shop in a shop department store concept for products for the house with notos galleries home.

Company Profile

- Cosmetics & Toiletries:

The Cosmetics and Toiletries Division is a particularly important operation of **Notos Com Holdings** both domestically and [abroad](#). *Some of the brands that are represented are:*

CHANEL

sisley
PARIS

BVLGARI

MOSCHINO

GIVENCHY

YVES SAINT LAURENT

VERSACE

JOOP!

Jean Paul
GAULTIER

Thierry Mugler

HERMÈS
PARIS

LANCASTER
MONACO
The secret to Mediterranean beauty

CLARINS
PARIS

Disney
PRINCESS

Chopard
parfums

REVLON

Company Profile

- **Wholesale and Retail Apparel & Footwear**



Branded and internationally recognized apparel through a wholesale network of selective clothes & footwear.

Also, the company has developed a retail network of 53 stores selling clothes and footwear products of famous brands, which are available in exclusive Monobrand stores, while a certain number of stores are Multibrand. The full range of the above brands are also available in the [Notos Galleries Department Stores](#).


LACOSTE

**NEW
MAN**

POLO RALPH LAUREN

MaxMara

GANT

KOOKAI

alain manoukian

● **persona**


TRUSSARDI
JEANS


Henry Cottons


MURPHY&NYE.
www.murphynye.com

MARINA RINALDI

Business Need

- **Real time, valid & reliable information**
- **Information distribution at Sales points**
- **Flexible, stable, reliable, easy-to-use solution**
- **Low Total Cost of Ownership & Maintenance**
- **Fast Customer Service**

Solution Selected



NOTOS COM selected to start with

LS Retail as the front office solution for:

- **Notos Galleries Department Store (Larisa):**
 - 5 Sales POS
 - 1 POS for Warehouse
- **Notos Galleries Department Store (Kalamata):**
 - 3 Sales POS
 - 1 POS for Warehouse
- **Exclusive LACOSTE Boutique (Nea Smyrni, Athens):**
 - 2 Sales POS

Project Implementation

LS Implementation

- ✓ **Data Migration**
- ✓ **Purchases Management**
- ✓ **Inventory Management**
- ✓ **Hardware Setup**
- ✓ **Stores & POS Definitions**
- ✓ **Operation of tills**
- ✓ **Data Director Set up**
- ✓ **Communication of POS with stores and Central Database**
- ✓ **Training of IT Department**

LS Retail Advantages

- ✓ Central management of retail stores (on-line, Off-line, etc.)
- ✓ Top Lists
- ✓ Promotions, Marketing
- ✓ 3 Loyalty Schemes
 - ✓ **Notos Galleries Visa** connected with loyalty schemes
 - ✓ **Cosmetics Business Unit Loyalty Scheme** which covers all the products sales outside of Notos shop with import of sales points
 - ✓ **Notos Galleries More Card**
- ✓ Discounts, linked items, dimensions, different price lists, etc.
- ✓ Multiple payment methods
- ✓ Item Availability at store, warehouse or at other stores



LS Retail Advantages

- ✓ Touch Screens
- ✓ Statistical Data
- ✓ Connection with EFT POS Terminals
- ✓ Daily reports to the Administration
- ✓ Intertransactions between stores through Pos
- ✓ Delivery & Purchase Distribution procedure through POS
- ✓ Support all the store Back office

LS Retail Benefits for NOTOS

- ✓ The same product covers many different sales
 - ✓ Retail Sales
 - ✓ Named Sales
 - ✓ Members Club Sales
 - ✓ Points Sales
- ✓ Too many different products with different characteristics
 - ✓ Cosmetics
 - ✓ Fashion
 - ✓ Home Apparel
- ✓ Many different stores in different locations but integrated information
- ✓ Management of all Front & Back Office operations
- ✓ Provides the flexibility to roll out gradually with LS to the new stores while they operate with their older system

Business Benefits for NOTOS

- Customer Retention & Sales Increase
Cross & Up Selling Customer Loyalty
- Technical Support Cost Decrease
- Operational procedure fine tuning & Cost Decrease
- Users Productivity Increase
- Lower Risk at Decision making process
- Short term ROI – Low TCO



*Thank you very much
for your attention*
